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EDITORIAL.

NOW IS THE TIME TO DO IT.

January is usually the month when the careful and systematic druggist, running his business in accordance with scientific principles, takes his annual inventory of stock and fixtures. Many druggists, unfortunately, neglect this very necessary practice and base their profits and income upon the money that accumulates in the bank—a method, or lack of method, which often deceives a merchant to the extent of several hundreds of dollars.

But this is not the only penalty that one pays for refusing to take annual inventories. An inventory has many advantages in addition to that of showing the dealer exactly where he stands financially. Not the least of its benefits is found in this, that it acquaints a druggist with the character of his stock and makes it possible for him to prevent the accumulation of dead and unsalable stuff.

At least once a year (and the best opportunity is afforded when the inventory is being taken) the stock should be carefully overhauled and steps taken to weed out shopworn or slow-selling articles. The stock should be kept down to fresh and salable goods which suffer no depreciation on the one hand, and which on the other permit of that frequent turnover of capital which makes the investment profitable. When articles are found which do not conform to this description they should be removed from the shelves and disposed of by some means or other. Sometimes, as with certain sundries or toilet articles, they can be pushed forward by the clerk in showing goods to a customer—perhaps marking them down to make them move faster. Sometimes, as with a lot of soap that threatens to accumulate and deteriorate in quality, they can be put in the window or on the counter and cleaned out at a reduced price. Sometimes, as with certain patent medicines, they can be returned to the jobber or exchanged with other druggists.

But get rid of unsalable stock—no matter how you do it!

The stock that contains the fewest number of “dead” and deteriorating articles, and that causes the least amount to be charged off for “depreciation” at the end of the year, is the stock that brings the smallest loss of the investment itself—this is self-evident.

The smallest stock a dealer can carry, and still have goods that people want, is the stock that eats up the least interest on the investment—this is also self-evident.

The stock that contains the greatest percentage of quick-moving and salable stuff, and permits the most frequent turnovers of capital, is the stock that pays the best interest on the investment—and this, too, is self-evident.

It is by the recognition of such principles as these that good merchants cut down waste, reduce their percentage expense, increase their profits, and make their capital productive.

RESPECTING THE GUARANTY UNDER THE FOOD AND DRUGS ACT.

An unnecessary fear has been spread quite broadcast over one phase of the food and drugs act. It has reference to the guaranty furnished by manufacturers, and it has caused the latter considerable unnecessary embarrassment. Regulation 9 permits the manufacturer to file a general guaranty at Washington covering all his products, such guaranty to appear on packages of goods with these words: "Guaranteed under the food and drugs act, June 30, 1906."

Pharmaceutical manufacturers have been quick to file their guarantees under this regulation, and retailers may be assured of adequate protection. On every package of goods prepared since the "Rules and Regulations" were published, the phrase referring to the guarantee has been printed; but it happened, of course, that the manufacturers already had considerable stocks in the hands of the jobbers throughout the country. On such goods the guaranty phrase naturally does not appear, and many retailers therefore have jumped to the entirely wrong and unwarranted conclusion that they were not afforded sufficient protection, particularly since one or two of the pharmaceutical journals have declared a blanket guaranty to be worthless unless it was specifically mentioned on every individual package. But regardless of the guaranty no reputable manufacturer will hide behind this technicality and refuse to stand by his goods and his customers. If he has filed a general guaranty at Washington he will live up to it. On the narrow ground of policy, indeed, he couldn't afford to do anything else.

Furthermore, the government has again and again declared that it proposed to be liberal in its enforcement of the act and that it desired to surround the trade with no petty and onerous restrictions. Particular exemptions have been made until October 1 with respect to goods and labels now on hand, and it is realized that the drug trade cannot in the short space of a few months conform in every minute detail to the thousand and one technical requirements of the act and the regulations.

And then it must be remembered by the retailer that once he receives goods and makes them a part of his stock he is no longer under the jurisdiction of the national government and the national law—unless, of course, he reside in the District of Columbia or one of the Territories or island possessions.

For a few months or a year, until present stocks

in the hands of the jobbers are used up, the retailer *can afford to ignore the guaranty phrase on the package*, provided the goods are made by a reputable house and one which has filed a general guaranty at Washington. Particularly is this true when we realize that such a house can be depended upon to stand behind its goods and observe its guaranty in spirit and in letter.

As for pharmaceutical preparations, the stocks on the shelves of the jobbing trade January 1, 1907, require but one single change—the affixing of the supplementary label or "paster" bearing the percentage of alcohol to the packages of all alcoholic preparations; and even this is not necessary where the goods are sold and shipped within the State. When shipped out of the State packages of alcoholic preparations must bear the alcohol "paster" or "sticker." As for the long list of non-alcoholic pharmaceuticals—tablets, pills, granular effervescent salts, and many specialties—these may be freely shipped within and without the State until October 1, 1907, provided that they bear on their labels the true quantitative proportions of the narcotic drugs mentioned in the law. Therefore every retailer is perfectly safe in accepting from his jobber, whether in the same State or in any other State, a bottle of alcoholic fluidextract or elixir provided it bear the percentage of alcohol, and any pill, tablet, or other non-alcoholic pharmaceutical bearing the formula on the label. *In neither case is the guaranty or any mention of it needed on the package.*

THE BUSINESS OF A MICHIGAN DRUGGIST.

The subject of profits and earnings is so vital to every druggist that the readers of the BULLETIN continue to display their interest in it, and from time to time we receive letters from them embodying statements of their business. Here, for instance, is a statement sent in by a pharmacist in the Upper Peninsula of Michigan:

To the Editors:

Will you kindly comment on the statement of my business for the last year? I have been very much interested in the letters printed from different druggists, and I would like to see how my business compares with theirs in your estimation. I may add that I have been in business only one year.

Value of stock and furniture at the beginning.....	\$1441.70
Inventory at the end of the year.....	2467.34
Goods purchased	6245.50
Sales	8152.90
Total expenses minus my own salary.....	676.43

UPPER PENINSULA.

Let us analyze this statement a bit and draw some conclusions from it. First, as to "Upper Peninsula's" total income from the business. His inventory at the end of the year showed that his investment had appreciated to the extent of \$1025.64. Assuming that this appreciation was all in stock, and deducting this presumed increase of stock from the goods purchased during the year, we have a balance of \$5219.86. This represents, then, the cost of the goods which were handed out again over the counter. They brought into the till \$8152.90, and the gross profits were therefore \$2933.04.

Now "Upper Peninsula's" expenses were \$676.43 without considering his own salary. Giving him a salary of \$1000 (which would be fair in consideration of the size of his business, and in consideration also of the fact that he is located in a country district where living is cheap), he had total expenses of \$1676.43. This amount, deducted from the gross profits of \$2933.04, yields net profits of \$1256.61. Add to these net profits the personal salary of \$1000 and we have a total income of \$2256.61. This is a very good showing, and we are inclined to think that it is almost *too* good.

In other words, we fear that "Upper Peninsula" has not estimated all of his expenses. It does not seem as if \$676.43, outside of his own salary, would cover rent, light, heat, advertising, freight, depreciation, bad accounts, and the hundred and one other things that should come under the expense accounting. Taking the statement at its face value, however, and assuming the total expenses to be \$1676.43, we have a percentage expense of 20½—a very low figure. Perhaps "Upper Peninsula," experiencing his first year of business as a proprietor, worked hard himself, went without a clerk, and cut down expenses wherever he could.

The gross profits were \$2933.04, or 36 per cent of the sales. Deduct from this percentage of gross profit the percentage of expense, and we have net profits of 15½ per cent—a very nice figure. As we have often said in these editorial discussions, anything over a net profit of 10 per cent is satisfactory.

Just one more point: "Upper Peninsula's" net profits for the year were \$1256.61. Of this amount, \$1025.64 was represented in the increase of stock. There should have been a cash surplus, therefore, of \$230.97—that is, after allowing the proprietor a salary of \$1000. Altogether, then, "Upper Penin-

sula" should have drawn cash from the business to the extent of \$1230.97. If he drew less than this, something was the matter with his figures—perhaps, as we have already said, his expense account was not complete. Very often the amount of actual cash on hand, plus that drawn out during the year, does not correspond with the annual statement, showing that the records are incomplete, and indicating also the necessity of "checking up" the results at the end of the year.

ARE WE USING FEWER DRUGS?

We have heard much of recent years about preventive medicine. It has often been said that emphasis was now placed upon prevention instead of correction; and indeed marvelous things have been done to rob smallpox, malaria, yellow fever, diphtheria, and other diseases of their malignant and threatening power. Scientific sanitation on the one hand, and prophylactic treatment on the other, have greatly reduced the virulence and the spread of epidemics.

But let no man jump to the conclusion that, because more and more is done to prevent disease, less and less need is felt for the use of drugs to correct it. The pharmacist has no cause to fear that he will wake some morning to find himself, like Othello, with occupation gone. Elsewhere in the present issue of the BULLETIN, in the department of "Selections," we are printing portions of a paper read recently by Henry P. Hynson before the local medical society in Baltimore. Mr. Hynson gives some figures which have greatly interested us.

Without repeating them all in this place, and contenting ourselves with but a single one of Mr. Hynson's statements, we may say that in the decade from 1890 to 1900 the value of "druggists' preparations, not including prescriptions," increased from \$6,659,797 to \$23,192,789. This was an increase of nearly 300 per cent, whereas an increase of but 22 per cent was registered in the population.

Fully half the queries we get every month involve information which we have given again and again. If our readers would only keep their BULLETINS, and have them bound every year, they could answer their own questions without tedious delay and with much more satisfaction to themselves. Every De-

cember we print an annual index, by means of which anything in the year's volume can be turned to immediately. Look at the index in last month's BULLETIN and see what a mine of information it represents! Why not make a resolve this January to keep the BULLETINS during the year? If you desire, we shall be glad to furnish at the cost price of 65 cents a temporary binder in which the copies can be fastened as they appear from month to month. You always know then where to find them, and they are in position to be easily consulted.

THE MONTH.

SEVERAL RECENT DECISIONS.

Several judicial decisions of considerable importance to the drug trade have been rendered during the last few weeks. Judge Archbald, of the United States Court of Appeals, has ordered a new trial in the famous case brought by Loder in Philadelphia under the Sherman act—the case in which the plaintiff claimed that a conspiracy had been entered into to prevent him from obtaining supplies. Similarly the suit of H. H. Klingel, of Baltimore, against the local retailers' association and a number of Baltimore jobbers and manufacturers—a suit which has been pending in the courts for a year or two, and which was dismissed in the Superior Court not long since—has now been returned for retrial by the Maryland Court of Appeals. Both these decisions are hostile to the interests of the N. A. R. D., but on the other hand the contract plan has secured several victories. The Peruna Company, for instance, sought to restrain the John D. Park & Sons Co. from corrupting the contract agents of the former, securing goods by this means, and then selling the latter to aggressive cutters in a manner inimical to the interests of the plaintiff. The United States Superior Court of Kentucky has now granted the injunction.

* * *

THE CONTRACT PLAN.

In a somewhat similar case in Pittsburgh, a judge of the United States Circuit Court, sitting in a suit brought against the May Drug Co. by the Bromo Lithia Chemical Co., has refused the desired injunction on the ground that no proof was furnished that the defendant had secured his supplies by corrupting contract agents of the manufacturer: on the con-

trary, the evidence seemed to show that the cutter had purchased his goods at full retail prices as any consumer would, although he afterwards sold them at cut rates. This decision in the May case has been interpreted as a declaration that the contract plan is void, but such an interpretation is manifestly incorrect in the light of the foregoing explanation. Two decisions supporting the contract plan, and reported in the BULLETIN last month, have recently been rendered in Greater New York in suits brought by the Piso Company. In the United States Circuit Court in Massachusetts, too, the Miles Medical Company, bringing suit against the Jaynes Drug Co. and other concerns, has just obtained a decision affirming the legality of the contract plan. Finally, to complete the reference to this group of recent court decisions, we may speak of the action of the Federal Court in Indianapolis in overruling the demurrers of the defendants in the "drug trust case"—an action which was chronicled in this department last month.

* * *

Now to consider somewhat in detail THE LODER CASE. the first of the decisions mentioned in the foregoing paragraphs, that rendered in ordering a retrial of the Loder suit in Philadelphia, it may be pointed out that this decision may prove of vital importance in the history and development of N. A. R. D. litigation. Judge Archbald ordered a retrial, not because he favored the N. A. R. D. side of the case, for this he distinctly did not, but because of two technical errors made in the original trial. He held, first, that Judge Holland of the lower court had exceeded his powers in lowering the amount of damages awarded by the jury, even though incompetent evidence had been given in the trial. In the second place he held that an error had been made in charging all of the many defendants with having entered into both the tripartite plan and the restrictions involved in "Resolution C." Some of the defendants had taken part in the tripartite agreement; others had conformed to the requirements of Resolution C; and only a few had been involved in both. "A joint tort being charged, not only had it to be proved as laid, but the defendants have all to be liable for all that was resolved upon or done." Judge Archbald held this not to have been the fact; and on these two technicalities, therefore, the case was ordered retried.

**JUDGE ARCH-
BALD'S OPINION.**

The merits of the Loder case were incidentally discussed at considerable length by Judge Archbald, and it was clearly his opinion that the trial in the lower court amply proved the existence of a conspiracy in restraint of trade—a conspiracy made illegal by the provisions of the Sherman law. So far as the tripartite plan was concerned, Judge Archbald held that unquestionably “the originator and compounder of a proprietary medicine may shape his own policy and sell or withhold from selling as he pleases, fixing the prices and naming the terms and conditions at and upon which alone he will do so; refusing to those who will not comply.” When, however, “two or more proprietors combine and agree that neither will sell to any one who cuts the prices of any of the others, a conspiracy has been entered upon.” In the Loder case, declared the judge, a tripartite arrangement has been effected between three branches of the trade, and “disciplinary and coercive measures were provided against any who proved recalcitrant.” And he continued: “If coöperation and concerted action such as this does not make out a combination and conspiracy in restraint of trade, it is difficult to see what would be effective to do so.”

* * *

**WHAT
CONSTITUTES
A COMBINATION?**

It will be seen that Judge Archbald discriminated between what an individual may do of his own volition, and what groups of individuals may be permitted to do. Exactly this same point formed the nub of the decision of Judge Anderson, of the Federal Court in Indianapolis, in overruling the demurrers of the defendants in the “drug trust” case. Judge Anderson declared that “the question was not whether the various steps or the various instrumentalities used by the defendants had been of themselves innocent, but whether, when put together, they accomplished the unlawful act of conspiracy in restraint of trade.” In other words, an individual may do what two or more individuals may not combine to do. In the famous Park and Platt decisions it was held that “the rule that any kind of a combination, even to keep up prices, is in restraint of trade, does not apply to patentees or to manufacturers using trade secrets;” but with this gospel both Judge Archbald and Judge Anderson, governed by the Sherman law, find themselves in disagreement.

**A NICE CONDITION
OF THINGS!**

The fact of it is, the Sherman law is drastic in its provisions. It does not discriminate between just and unjust restraint of trade. In striving to prevent the cutting of prices on patent medicines and other articles, the N. A. R. D. has sought to do only what Mr. Roosevelt has sought to do in preventing railway discrimination and rebates. In some States there are laws against the cutting of prices on railroad tickets—against ticket “scalping.” In other States there are laws prohibiting the cutting of prices on insurance premiums—prohibiting insurance “rebating,” as it is called. What an anomaly is here presented! Laws are actually enacted to prevent cutting on the one hand, while on the other a law is invoked to declare that very thing illegal and in conflict with the public interest! It is clear to us that ex-Controller Daves and Attorney Errant are right in their contention that the Sherman law, in failing to discriminate between just and unjust restraint of trade, is preventing the formation of those agreements and understandings which are essential to the life of some classes in a community, and which in the long run are advantageous to the interests of the general public.

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**JUDGE
ARCHBALD'S
ERROR.**

This larger question is touched upon in the decision of Judge Archbald, and touched upon in a manner which indicates that the judge has entirely misinterpreted the aim of the N. A. R. D. In several places he assumes and declares that the purpose of the defendants in the Loder case was “to drive aggressive cutters out of business,” and that every possible means was used to accomplish this end. He refuses to be guided by the decision in the Park suit, and cites another case, to his mind more parallel, in which a number of manufacturers of and dealers in tiles in San Francisco and vicinity formed an association for the purpose of charging prices 50 per cent higher to all those outside of the combination—an association the plain intention of which was to crush competitors. But certainly the N. A. R. D. has had no such purpose. No attempt has been made to compel cutters to pay more than was paid by members in good standing, and if, on the other hand, an effort has been made to prevent dealers from selling below a living price and ruining the business of the great majority, then that only has been done which Mr. Roosevelt insisted upon doing in having the railway rate bill enacted.

**THE N. A. R. D.
RESOLUTION.**

It was a consideration of this question of the fundamental justice or injustice of the N. A. R. D. cause which dictated the passage of the following resolution at the Atlanta meeting of the Association in October:

Resolved, That the anti-trust laws of the nation and of the States should not be used to stifle and prevent organization and coöperation among the smaller trade interests which seek only to preserve their own commercial existence in the face of the efforts of powerful and selfish monopolies to gradually eliminate the small dealer.

Resolved, That if a proper legal construction of such anti-trust laws embodies a prohibition of coöperation among the smaller merchants, then, in such case, said anti-trust laws are fundamentally wrong in their conception, enactment, and operative effect, and require amendment; and be it finally

Resolved, That a copy of these resolutions be presented to all senators and congressmen, to the press, and to the heads of all other national retail associations.

In compliance with the terms of this resolution, Secretary Wooten has sent copies, accompanied by personal letters of explanation, to members of the house and the senate. It is to be hoped that appeals of this kind will ultimately force some modification in the Sherman act. But just now, unfortunately, anything which looks at all like a "trust" is exceedingly unpopular with the public; and there is little doubt that Judges Anderson and Archbald had their ears to the ground when they rendered their decisions. That correction will be made in time, however, is scarcely to be doubted.

* * *

**LOCAL SOCIETIES
AT WORK.**

The local branches of the A. Ph. A. and the N. A. R. D. are discussing several subjects of importance during the present winter season. For the most part, three or four particular topics are being considered with that unanimity all over the country which is sure to yield the largest results. The food and drugs act has been the special theme of many meetings in different cities, and it is evident at last that the retailers are arousing themselves to the importance of this far-reaching and significant piece of legislation. The U. S. P. and N. F. propaganda, too, has been considered in cities like Baltimore, Philadelphia, St. Louis, and Cleveland, by branches both of the A. Ph. A. and the N. A. R. D. At, for instance, a recent joint conference of the Baltimore branch of the A. Ph. A. and the local medical society, the subject was handled by two well-known physicians and two equally well-known pharmacists.

Mr. Hynson was one of the pharmaceutical speakers, as might naturally be expected, and a portion of his remarks will be found this month in our department of "Selections." Another subject that has received very general exploitation in different cities has been that of earlier closing.

* * *

**"SHORTER
HOURS."**

A wave of sentiment in favor of "shorter hours," indeed, has swept over the country during the last two or three months. The initiative was taken by the Philadelphia branch of the A. Ph. A., and since then other branches of the association have joined in the movement and have been supported by local branches of the N. A. R. D. In Philadelphia the A. Ph. A. branch, the N. A. R. D. branch, and the Philadelphia College of Pharmacy are all acting in coöperation, and it looks as if something definite might be realized. The P. A. R. D. is taking the subject up in districts, and a majority of the members of the eleventh district, for instance, have agreed to close their stores between 2 and 6 P.M. on Sunday, opening in the morning at 8 and closing at 9.30 at night. In a large city like Philadelphia the subject is a difficult one to handle, and the only possible way of attaining success is to make use of the elaborate machinery of coöperation which has been built up by the N. A. R. D. In Cleveland a vote is being taken among the druggists of the city to determine what the consensus of opinion is before going ahead with any definite plans.

* * *

**EARLY-CLOSING
RESULTS.**

Some early-closing results have been obtained in other places. It is exceedingly gratifying to note that in Columbus, Ohio, over 80 per cent of the druggists have signed an agreement to close at 8 o'clock in the evening during the winter months, with the exception of Saturdays, and also to remain closed on Sundays from 1 to 5 in the afternoon. On Thanksgiving the Columbus stores were closed all day long! Shorter hours have been agitated in Chicago, and the druggists in one district have agreed until May 1 to close their stores at 10 P.M. every night in the week except Saturday. As might be expected, much more salutary arrangements have been made in smaller towns throughout the country. In Madison, Georgia, an order has been issued by the mayor and the council closing drug stores all day on Sunday. In Oswego, New York, the drug-

gists have agreed to shut up shop at 7 P.M. on every evening but Saturday, and at 8 P.M. on Sunday. In Scranton, Pennsylvania, the drug stores will hereafter be closed at 9.30 P.M. with the exception of Saturday, while the pharmacists of Norfolk, Nebraska, have agreed to do no business from Sunday noon until Monday morning. In Turner Falls, Mass., the drug clerks are striving to bring about a 9 o'clock closing hour.

* * *

Certain it is that earlier closing agreements are eminently attainable in the smaller towns. There is no earthly reason why druggists in such places should continue to make slaves of themselves. At the meeting of the Philadelphia branch of the A. Ph. A., a month or two ago, J. H. Redsecker, of Lebanon, Pennsylvania, contributed the following interesting communication:

We have long since taken up the question of shorter hours in a practical way, and we close our store at 9 o'clock. I should, however, be willing to do as other merchants in our town do, close our store every evening at 6 o'clock, except Monday and Saturday evenings. With a view to learning whether or not it was profitable to keep open until 9 o'clock every evening, we made a series of observations several years ago, and found that on nights when other business places were closed the increase in business in our store, between the hours of 6 and 9, was only about 7 per cent on the day's sales, while on Monday and Saturday evenings, when the other stores in town were open until 9 o'clock, the increase was very much larger—some 40 per cent of the day's sales. Sunday closing has been also adjusted. We have adopted hours of our own—from 9 to 10.30, from 12 to 1.30, and from 5 to 7 in the evening, with one clerk on only, so that each gets these hours every three weeks.

M. M. Osborne, of Elkins Park, a suburb of Philadelphia, declared that for years he had closed his store at 8 o'clock during the week and at 8.30 on Saturday evenings. His Sunday hours were from 9 to 11 in the morning and from 6 to 7 in the evening. "The way to close is to close," he said, and "what the average pharmacist needs is more self-respect."

* * *

THE DRUG-CLERK SCARCITY.

Closely involved in this question of earlier closing is the question of the stringency in the drug-clerk market. Drug clerks are paid quite as well, everything considered, as employees in other occupations, and the only real grievance they have is the long hours of service. Shorten these, and the question of drug-

clerk scarcity is at once solved in large measure. At a meeting of the Chicago branch of the A. Ph. A., when the subject of earlier closing was discussed, Mr. Otto E. Bruder expressed the opinion that the employer took too much time off himself and allowed his clerk too little. Following up this idea, Mr. Fry declared that he had found little difficulty in obtaining good clerks, and he was inclined to ascribe his success considerably to a liberal treatment of the clerks as to time off. A more general adoption of this method by pharmacists would ease the clerk stringency very markedly, but unfortunately some proprietors are so conditioned that they cannot help themselves.

* * *

WOMEN IN PHARMACY.

At the Indianapolis meeting of the A. Ph. A. in September there was a very general realization of the difficult problem presented in the scarcity of clerks, and one of the remedies proposed was that greater encouragement be given to the education and employment of women clerks in pharmacy. We have since mentioned this action of the A. Ph. A. in the BULLETIN two or three times, and it has been received with varying results. Note, for instance, the following letter from one of our subscribers:

I am actually surprised at the attitude which you take in the BULLETIN regarding the scarcity of clerks. In your haste to convince druggists that women are the ideal clerks, you seem to forget that you would not like a female member of your own family, perhaps, to act as a drug clerk. I think that a journal such as yours should be devoted to progress and not to reaction, and should bear in mind that the place for women is at home and not in a mill, behind the stove, or behind a prescription counter. Until your attitude toward this question changes in a radical direction, I beg you to refrain from sending me any more copies of your journal.

* * *

The foregoing letter ought to make OUR "ATTITUDE." us turn pale, but it doesn't.

Our correspondent is at liberty to cut off his subscription if he desires, but we see no particular need for changing our "attitude" towards the employment of women in pharmacy. While we have not held that "women are the ideal clerks," we have been inclined to accept the statements of druggists of experience that they make satisfactory employees, and that in certain positions, like those involving neatness, they are superior to men. In the main they are probably not as well equipped as their brothers, and in the very nature of things

women must be content to fill a humbler position than men in the business world. As for the ethics of the case, it is a little late in the day to talk about the entrance of women upon business pursuits. Whatever our private opinions may be, women are everywhere to be found, in all respectable occupations, and it is useless to talk any longer about the propriety or the impropriety of it. We are faced by a condition and not a theory.

* * *

CHANGES IN GERMANY.

It is interesting to note that the German pharmacist suffers from many of the troubles that perplex the American druggist. The problem of the scarcity of drug clerks is equally urgent in the land of the Kaiser. Just now, however, the German pharmacist is up in arms over a situation which is causing him far more concern than the difficulty of securing assistants. Pharmacists in Germany have always enjoyed a governmental protection. There have been two classes of "privileges" from the government: one was hereditary and could be passed from father to son, or could be sold if desired; the other was granted for the lifetime of the recipient only and reverted to the government at his death. The government now proposes to buy up all of the former class of "privileges," thus preventing them from remaining permanent, and it proposes also to increase greatly the number of the "privileges" of the second class. The effect of this would be to enlarge the number of pharmacies in the Empire on the one hand, and on the other to lessen that financial value which flows from the possession of permanent and exclusive rights. The change would be a bad thing for the holders of present "privileges," but it would be a good thing for the young men of the future who desire to enter the profession.

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CHANGES IN RUSSIA.

A somewhat similar step has been taken in Russia. Russia, in common with some of the other European countries, has always limited the number of pharmacies in every section, preserving a certain proportion between them and the population. Now, however, these restrictions have been removed, and the opportunities have been thrown open to all who are able to satisfy the State requirements. Whether this is simply a part of the general democratic and liberalizing movement which is slowly proceeding in Russia we are not able to state. This conjecture,

however, seems a reasonable explanation of the situation. It is predicted that upwards of 2000 new pharmacies will be opened in Russia very soon, and meanwhile long and loud protests are going up from the pharmacists who have heretofore basked in the sunshine of governmental favor and protection.

* * *

CORRECTIONS IN THE U. S. P.

The Revision Committee of the U. S. P. is now at work in going over the list of changes and corrections proposed by various branches of the drug trade—changes proposed, as our readers know, in order that the specifications of the Pharmacopœia may not cause any injustice when used as standards by the government authorities in the enforcement of the food and drugs act. At a meeting held in Philadelphia last month, members of the Revision Committee and representatives of the drug trade went over the situation with considerable detail. Dr. Andrews, of the Mallinckrodt Chemical Works, representing a committee of manufacturing chemists, presented a statement suggesting that about 100 changes be made. Dr. Schieffelin, representing a committee of the N. W. D. A., requested several corrections. There were other speakers, and Chairman Remington, of the Revision Committee, promised that the various suggestions would be immediately referred to the appropriate sub-committees for investigation and for early adoption when found advisable. Meanwhile the Department of Agriculture has given Chairman Remington the assurance that no prosecutions growing out of variations from the U. S. P. standards would be undertaken without first making inquiries of the Committee as to the latest data involved.

* * *

FOOD AND DRUG LAWS FOR THE STATES.

While speaking of the food and drugs act it is significant to note that in at least three States, Pennsylvania, New York, and Maine, movements have already been initiated to have the national measure made the law of the commonwealth, while in Vermont such a bill has already passed both houses and is now in the hands of the Governor. The same action will doubtless be taken elsewhere, and in view of this situation it is important for the drug trade to remember, what we pointed out in an editorial last month, that in State bills the narcotic and alcohol labeling clause must be so drawn as to exempt prescriptions and U. S. P. and N. F.

preparations from its requirements. Otherwise retailers will be caused a tremendous amount of annoyance and inconvenience. Whether such exemptions were made in the Vermont bill we are unable to state. So far as the interpretation of the national act is concerned, Dr. Wiley and his colleagues in Washington have continued to render decisions on various points, and these we have made the subject of a special article elsewhere in the present issue of the BULLETIN.

* * *

AS TO GOODS ON HAND.

The food and drugs act went into effect on the first of January. While goods made from now on will for the most part conform to the requirements of the law, and will in probably all instances be guaranteed by the manufacturers, the druggist is very considerably interested in the stock of articles already on hand. In some instances, indeed, the druggist has in stock certain patent medicines the manufacturers of which have gone out of business. In other instances he may fail for different reasons to be adequately protected. What is he going to do under such conditions? In accordance with the principle that a law cannot be retroactive in character, and that it cannot deprive a dealer of his property rights in goods already on hand, it has been suggested in some quarters that the druggist go through his stock systematically and date it with a rubber stamp as having been purchased prior to the enforcement of the law. To this proposition the objection has been made that after several months or a year customers might refuse to buy articles that seemed to them old. Attorney Errant, of the N. A. R. D., makes the alternative suggestion that something like the following might be put on every package with a pen, "012316H," this being an abbreviation of the phrase "On hand December 31, 1906."

* * *

COCAINE SELLING.

A recent case in Chicago indicates the extent to which a cocaine-selling druggist will sometimes go when his nefarious traffic is interfered with by the representatives of the law. One particular case, prosecuted by the Board of Pharmacy, has been in the courts for over eighteen months, and it was only after considerable expedition on the part of the board's attorney that a decision has finally been rendered by the Criminal Court on appeal. The court held that the cocaine provisions of the pharmacy law were in

every respect constitutional, and that the judgment in the lower court must stand. Meanwhile, however, the malefactor has appealed to the Supreme Court of the State, and further delays must be experienced before the board, securing a final conviction, can proceed to enforce the penalty of revoking the pharmacist's certificate of registration upon the second offense. Incidentally it is interesting to note that the Criminal Court, in rendering the decision referred to, decided at the same time that the city ordinance affecting the sale of cocaine, and enacted some time last year, is unconstitutional. The Board of Pharmacy will consequently have entire charge hereafter of all cocaine prosecutions. In Philadelphia and in one or two other cities we observe that several cocaine arrests have been made during the last month or two.

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A PRESCRIPTION SCHEDULE.

Local associations have attempted at different times to formulate a definite price schedule on prescriptions. For the most part the movement has not been particularly successful. The most recent attempt was that inaugurated a month or two ago by the Boston Retail Druggists' Association, and the following provisional schedule has been drawn up for general adoption:

Prescriptions for 1 ounce of a liquid, 25 cents and up.
Prescriptions for 2 ounces of a liquid, 25 or 30 cents.
Prescriptions for 3 ounces of a liquid, 35 or 40 cents.
Prescriptions for 4 ounces of a liquid, 50 cents and up.
Prescriptions for 6 ounces of a liquid, 65 cents and up.
Prescriptions for 8 ounces of a liquid, 75 cents and up.
Prescriptions for 6 powders or pills, 25 cents and up.
Prescriptions for 12 powders or pills, 50 cents and up.
Prescriptions for 6 suppositories, 50 cents and up.
Prescriptions for 12 suppositories, 75 cents and up.
Eight ounces of the factory-made preparations retail for \$1.
(Celerina, chionia, etc.)

No five-cent quantities sold except of pressed herbs and such other articles as are put up and intended to be sold for five cents.

Ten cents worth is the minimum quantity to be sold of ointments, powders, or liquids (except lime water).

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THE A. D. S.

Apparently the American Druggists' Syndicate is meeting with considerable success. Recently the Syndicate held its first annual meeting and created a definite organization. Nearly 400 members were in attendance, and from the reports of the officers it appeared that there was a total membership

of nearly 3000 druggists. So profitable had been the transactions of the Syndicate that a 20-per-cent annual dividend was voted, payable in quarterly dividends of 5 per cent. The following officers were elected for the ensuing year: President, George Ramsey, New York (re-elected); first vice-president, R. Scherick, New York (re-elected); second vice-president, Dr. Wm. C. Anderson, Brooklyn, N. Y.; third vice-president, George W. Hackenberger, New York; secretary, C. H. Goddard, New York (re-elected); treasurer, George W. Luft, New York.

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"PUBLIC HEALTH LEAGUE."

For reasons of space we did not mention in this department last month the organization of a society which was perfected in November in New York City—the "Public Health Defense League." Since then some little interest has been displayed in this new movement. While the attendance at the organization meeting was not large, delegates were present from Philadelphia, Baltimore, and Cincinnati, and prominent among these were the representatives of the Woman's Christian Temperance Union. The objects of the League are indicated in the following paragraph, which incidentally shows that the obtainment of patent medicine legislation will be one of the chief aims:

To assist the constituted authorities in the enforcement of all laws affecting the public health, including those laws for the prevention of quackery, charlatanism, and criminal practices in the healing art, whether by licensed or unlicensed practitioners; the prevention of adulteration and substitution of drugs and food substances; the prevention of the sale of narcotics, alcohol, and dangerous substances of every kind, whether under the guise of proprietary remedies and so-called patent medicines and nostrums and remedies, or whether sold as narcotics in violation of law; the prevention of the admission to the United States mails of all newspapers and printed matter of every sort advertising any business injurious to the public health or morals, and to prohibit the advertising of such business in any way.

* * *

"AMERICAN PHARMACOLOGIC SOCIETY."

The Council on Chemistry and Pharmacy of the American Medical Association apparently has a rival. The American Pharmacologic Society, formed some time ago, held its first annual meeting recently in New York City. The reports indicate that the attendance was rather limited, but the officers were apparently imbued with considerable hope for the future of the movement. In a word, the aim of the

Society is to act as a clearing house for the innumerable proprietaries and other medicaments made and offered to the medical profession—medicaments other than those, of course, listed in the U. S. P. and the N. F. The sheep are to be separated from the goats and the medical profession is to be told which are which. Incidentally the opinion was expressed at the meeting that the Council on Chemistry and Pharmacy of the A. M. A. had adopted rather an "unsatisfactory plan," and the American Pharmacologic Society apparently aims to improve on the Council. Dr. Reynold Webb Wilcox is the president, while Dr. F. E. Stewart is the secretary.

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A PITTSBURG CONCERN.

Some months ago a jobbing house in Pittsburg met with financial difficulties, and a new concern was organized and given the title of the Pittsburg Drug Co. The reorganization was somewhat cooperative in character, and many of the retail druggists of the city became stockholders in the enterprise. Apparently, however, the new concern had to take over the debts and obligations of its predecessor, and now we observe that some of the creditors have gotten the courts to appoint a receiver. The officers of the company, alleging that this action is irregular, have petitioned to have the company forced into involuntary bankruptcy.

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A NEW PATENT BILL.

The Mann patent law bill, having been introduced in the first session of the present Congress, is still nominally pending, but since it has been formally abandoned by the N. A. R. D. as ineffective and unjust it will in all probability not be heard from. Meanwhile a special committee of the N. A. R. D., created as a result of action taken at the Atlanta convention last fall, has drawn up a new patent law bill which is meant to succeed the Mann measure. This bill is in the form of an amendment to the existing patent laws, and its main provision reads as follows:

Provided, That no patent shall be granted to a subject or citizen of a foreign country unless such country will grant a similar patent upon an application of a citizen of the United States; provided, however, that this act shall not apply to any citizen or subject of another country, domiciled in this country, who has declared his intention, under the United States naturalization laws, to become a citizen of the United States.

Dr. George F. Payne is much interested in Bill 13,514 before the house of representatives at Washington, designed to place David Robertson upon the retired list of enlisted men of the United States Army, with the full pay of his grade—\$54.56. Mr. Robertson has been a pharmacist in the army for over 52 years, with the rank of sergeant, first class, during the entire period.

* * *

The American Druggists' Fire Insurance Co., with headquarters in Cincinnati, will in all probability have begun business with a capitalization of \$100,000 before this issue of the BULLETIN reaches its readers. The original purpose was to have a paid-up capital of \$200,000, and it is hoped that this figure will be reached during 1907.

* * *

A Supreme Court jury in Syracuse has decided that Peruna is a liquor and not a medicine, and that it is accordingly subject to the strictures of the liquor laws of the State. The case, brought by the excise authorities against a firm of well-known druggists in Syracuse, has attracted considerable attention.

* * *

The United Drug Co., which has heretofore confined itself to the manufacture of the "Rexall" remedies, is now reported to be contemplating the formation of a chain of retail drug stores in Baltimore. A Maryland corporation is to be organized for the purpose with a capitalization of \$150,000.

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A plan is on foot to have the six State pharmaceutical associations in New England meet at Mag-nolia during 1907 with the Massachusetts Association. A committee of the latter body is promoting the object with considerable enthusiasm.

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Two new branches of the A. Ph. A. have recently been organized—a St. Louis branch, and a New England branch with headquarters in Boston. The A. Ph. A. now has eight or nine local branches throughout the country.

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The governor and the attorney-general of Ohio have both sustained the action of the State Board of Pharmacy in suspending for three years the registration certificate of a Cleveland druggist for the illegal sale of cocaine.

Edward Thimme, who made himself obnoxious some years ago in his work as secretary of the "Druggists' League for Shorter Hours," has recently broken out in the newspapers with a series of sensational charges against the New York Board of Pharmacy. Nobody seems to take Thimme very seriously.

* * *

The famous case of Mrs. Emma F. Lantern against the Bolton Drug Co., of New York, will soon have a final hearing before the New York Court of Appeals. This is the case that Dr. Cruikshank, of New York, has been endeavoring to make capital of for some years.

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Some of the druggists of Minnesota are in opposition to a proposed bill establishing a full high school course as a preliminary requirement in pharmacy. This step does seem a little in advance of progress. Why not be content with one year of high school work?

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Dr. P. W. Ray, the well-known colored druggist of Brooklyn, and for many years the treasurer of the Kings County Pharmaceutical Society and the Brooklyn College of Pharmacy, died last month at the age of 81 years.

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Frederick T. Gordon, a well-known member of the A. Ph. A. and a naval pharmacist, has been placed on the retired list of the officers of the navy, detached from the Bureau of Medicine and Surgery, and ordered home.

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Andrew R. Cunningham, the Detroit druggist, was recently elected Worshipful Master of Palestine Lodge No. 357, F. & A. M., the largest blue lodge of Masons in Michigan, and the fifth largest in the United States.

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Through an error it was stated last month that the new address of the New Orleans branch of Parke, Davis & Co. was 522-524 Gravier Street, whereas it should have been 522-524 Common Street.

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If present plans materialize, Philadelphia will join New York and Chicago in the possession of a drug club.

NEW LIGHT ON THE FOOD AND DRUGS ACT.

**Recent Decisions from the Washington Officials—A Number of Troublesome Points Made Clearer—
A Treatment of the Subject Supplementary to the Bulletin's Analysis of the
Law and the Regulations Last Month.**

In a special article last month the BULLETIN presented a somewhat exhaustive analysis and survey of the food and drugs act in its relation to the drug trade. We also set forth such of the official "Rules and Regulations" as bore upon that phase of the subject, and mentioned several unofficial opinions which had been expressed by Dr. Wiley and other government officials. Since then the Doctor and his associates have passed upon a number of other questions involving the interpretation of the act, and it may be well this month to bring the subject up to date by presenting whatever of value has developed since our last issue.

Of course it must be understood—and Dr. Wiley has himself touched upon this point—that the opinions and interpretations of the experts in the Department of Agriculture are not "official," and are not to be understood as necessarily placing a correct and warranted construction upon the law. Dr. Wiley and his associates state the truth as it appears to them, and in an advisory and not a mandatory manner. If prosecuting attorneys interpret the law differently, they will refuse to be guided by the same considerations, and if moot points are carried into the courts they will finally be settled only by judicial interpretation.

STATING THE CONTENT OF ALCOHOL AND NARCOTICS ON THE LABEL.

A good deal of concern has been manifested over the manner in which the content of alcohol and narcotics must be stated upon the label in those particular cases where it is the practice of the manufacturer to print the entire formula upon the package. In such instances many manufacturers have taken the ground that a formula upon the label ought to satisfy the requirements of the law, since it actually goes farther than the law demands, and since it gives a greater protection to the public and to the physician. In our article last month, however, we cited Dr. Wiley as having ruled privately that it

would not be held adequate to state the content of alcohol and the narcotics in the formula among the other ingredients, but that an additional statement would have to be made at the top of the label under the name of the product. Since then Dr. Wiley has changed his position somewhat, and has expressed the opinion that the requirements of the law would be satisfactorily met if alcohol and the narcotics were the first ingredients mentioned in the formula, and if their titles were printed in the 8-point caps specified in the "Rules and Regulations."

STATING THE CONTENT OF NARCOTICS IN TABLETS.

An interesting point has arisen in connection with tablets or pills containing any of the narcotics mentioned in the labeling clause of the act. Many manufacturers and retailers have asked: "How shall the content of narcotics be stated—shall the quantity per tablet be given?" To this question Dr. Wiley has made the following reply: "It is desirable to have a statement on the label giving the amount of the ingredients enumerated in the law for each tablet, but this is not obligatory. Regulation 30 specifies that the amount of such ingredient present in an ounce shall be stated."

EXCIPIENTS IN PILLS.

While on this question of pills and tablets it is interesting to state that the officials of the Agricultural Department have expressed the opinion that the use of excipients, necessary "fillers," and other foreign matter in pills and tablets need not be stated upon the label—unless, of course, they are harmful in character or likely to be deleterious in their effect upon the organism.

AS TO "THE PLACE OF MANUFACTURE."

A regulation that has caused a good deal of comment and dissatisfaction is that which provides that a product, made by a manufacturing house, let us say, but sold by a druggist in another State as his

own preparation or specialty, must bear the name and address of the actual producer, some such phrase as "packed for —, distributed by —" being used to indicate the facts in the case. Dr. Wiley has recently declared that, so far as he is personally concerned, he would be satisfied if in such an instance the druggist merely placed before his own name on the label the words "packed for," "made for," or "distributed by," these terms indicating with sufficient clearness that the druggist was not the actual manufacturer of the article. Thus the name of the manufacturer, and the latter's address, need not be stated.

Further than this, Dr. Wiley has decided that U. S. P. and N. F. preparations, when bought in bulk and bottled by the purchaser, may be labeled with the purchaser's name and address without the use of the qualifying phrase "made for," etc. This distinction between specialties on the one hand, and U. S. P. and N. F. products on the other, is made in view of the fact that there are definite standards for the latter, and that these products are therefore capable of general examination and test.

THE USE OF PRESERVATIVES.

Druggists are interested in the attitude of the Agricultural Department toward the question of preservatives. In several letters and interviews Dr. Wiley has stated that no preservative will be permitted unless it is mentioned on the label. More than this, certain preservatives will be prohibited entirely—borax and salicylic acid among them. As for soda syrups, no preservative whatsoever will be allowed.

EXAGGERATED CLAIMS FOR PATENT MEDICINES AND DRUGGISTS' SPECIALTIES.

In no respect will the food and drugs act be more far-reaching in its results than in its effect upon the language used upon the packages of patent medicines and druggists' specialties. It has been quite a common practice—and usually an unthinking and unconscious practice—for the patent-medicine proprietor and the retail druggist to print phrases and sentences upon the labels of their remedies which are in the nature of exaggerations. Thus one often reads that a certain product is "a sure cure for consumption," or "a certain cure for falling hair," or something of the kind. This sort of thing surely comes under that prohibition of the act which de-

clares that a drug is misbranded if it bears any "false or misleading statement." The Department of Agriculture has made it clear that it proposes to enforce this provision and to compel patent medicines and similar goods to be devoid of any exaggerated claims on the label. This point is of considerable importance to the retailer. During the last month several readers of the BULLETIN have submitted to us specimen cartons and labels, and have asked our opinion as to whether any of the statements would come under the misbranding clause of the act as quoted above. The best practice to follow in such cases is that of being on the safe side. It will not do to say that a certain product is "a sure cure for coughs and colds," but one can use the phrase, for instance, that it is "a valuable remedy for coughs and colds." The very word "cure" will practically be tabooed by the government officials. Over advertising literature other than that surrounding the package, however, no supervision can be exercised under the food and drugs act.

U. S. P. AND N. F. PRODUCTS.

Articles bearing U. S. P. or N. F. names, when not of the official strength, are permissible, as we explained last month, if they contain on the label a statement indicating the manner in which they differ from the U. S. P. or the N. F. requirements. In case they are sold, not for medicinal use, but for use in the arts, they need only be labeled as follows: "Not for medicinal use," or "for technical use only."

ARTICLES IN THE N. F. APPENDIX.

In this connection it is important to note that the 114 different preparations contained in the appendix to the National Formulary are held by the Department of Agriculture not to be National Formulary preparations. These preparations will therefore, to use a common expression, "stand on their own bottom." The title given them in the N. F. need not necessarily be used, but no false or misleading statement must be made concerning them, and of course the content of alcohol or the indicated narcotics must be mentioned.

SHIPPING CRUDE DRUGS.

The bureau holds that for the present at least, or until some further ruling is issued, it will be held that drugs imported into the United States through the customs authorities may enter into interstate com-

merce in the original packages in which they are admitted through the Custom House, but that as soon as this original import package is broken and the contents put up into smaller packages the contents of these smaller packages become amenable to the law and regulations regarding U. S. P. standards. This means that unless the crude drugs comply with the U. S. P. standards they cannot be shipped in broken packages without bearing on the labels a statement of their strength or quality. In other words, that on all save original, import packages of crude drugs a statement of the assayed strength will be required if the drugs vary from the U. S. P. standards. This ruling is made necessary by the fact that there seems to be more or less conflict between the drug importing law of 1848 and the food and drugs act of 1906, and importations, so long as they are importations only, and before they enter into domestic commerce, remain under the jurisdiction of the former statute.

DRUGGISTS IN THE D. OF C. AND THE TERRITORIES.

The druggists in the District of Columbia and the Territories are affected directly by the act, whereas those situated elsewhere, unless they are in border towns where they have occasion to deliver goods into another State, are very largely exempted from its provisions. The former, therefore, have been very much concerned to know just how thoroughly the government officials were going to enforce the law as it applied to them. Of course they will be required to carry medicaments that are pure on the one hand, or, on the other, medicaments that are properly branded if they are not pure. Further than this, and so far as the more technical requirements of the act are concerned, the Department of Agriculture has announced that it does not propose to place any onerous and burdensome restrictions upon the retail trade. Mr. Hilton, of the Board of Pharmacy of the District of Columbia, has been assured, for instance, that if the retailers of Washington place the content of alcohol and narcotics upon their own specialties, and also upon such counter goods as they sell in ready-prepared form, they will in all probability not be disturbed. This would seem to indicate that they would not be required to state the

content of alcohol and narcotics upon prescriptions on the one hand, or, on the other, upon pharmaceuticals that they dispense extemporaneously in small lots in the general course of trade.

VANILLA VS. VANILLIN FLAVORING EXTRACTS.

Retailers have been very much interested in the effect which the act would have upon the manufacture of vanilla flavoring extracts containing vanillin and cumarin. We stated last month that such products are legal if they are properly labeled and branded. They must not, of course, be called "vanilla extracts" merely. Thus it will be perfectly proper to make and sell the "compound essence of vanillin" of the N. F. provided it is so labeled.

On this point the Dodge & Olcott Co. have recently issued an exceedingly interesting little brochure entitled "Vanillin and the Law." After dwelling at considerable length upon the chemical and physical characteristics of vanillin, and explaining that the product is in commerce obtained from the familiar clove spice and is in every respect a pure and wholesome substance, the Dodge & Olcott Co. go on to say that the food and drugs act presents absolutely no reason whatsoever why the use of vanillin should not be continued in the manufacture of flavoring extracts. They suggest that such extracts be called "Vanillin Extract," or "Vanilla Flavor made from Chemically Pure Vanillin," or "Vanilla Flavor made from Vanilla Beans and Chemically Pure Vanillin." Avoid using the preempted expression "Extract of Vanilla," and select a title or a subordinate phrase which plainly states the fact.

NEW NAMES AND THE PUBLIC.

The Dodge & Olcott Co. also point out the interesting truth in this connection that under the food and drugs act many familiar and time-honored products will undergo a change of title. "The consumer of food products will find himself, under the new law, confronted on every hand with old friends in new and unfamiliar dress. Many things he is accustomed to, things he likes and wants, he will have to take of a different color, different consistency, different form, and under a different name."

RECENT DEVELOPMENTS IN AUSTRALASIA.

Patent Medicines Containing Narcotics and Excessive Amounts of Alcohol Are Being Legislated Against as in America—A Pure Food Measure Like Our New National Law Has Also Been Enacted—The Price-protective Campaign and Other Matters of Interest.

By BURNARD GRAE.

Some months ago, with commendable enterprise, the BULLETIN OF PHARMACY devoted a portion of its valuable space to a consideration of the trend of affairs in Australia so far as the interests of pharmacists were concerned. Australian readers appreciated the courtesy which prompted this kind action, and as the march of time has since brought in its train a number of important events, I feel sure it will again prove interesting to BULLETIN readers to have these happenings summarized in a concise form.

ALCOHOLIC PATENTS ON THE RACK.

First and foremost, because it is the most recent, is the Peruna prosecution. For some time past the proprietors of that preparation have been exploiting the commonwealth and have entered into large advertising contracts with the daily papers. The immediate result was that a heavy demand for Peruna set in. The Queensland revenue authorities, acting on advice, determined to have a say in the matter, and instituted proceedings against a large retail store for a breach of the Licensing Act in selling Peruna without a license, and a fine of \$50 was imposed. The prosecuting inspector handed a bottle of the medicine to the bench, and stated that it had been found to contain 42 per cent of proof spirit. He also drew attention to the label which recommended that Peruna might be given to children at the rate of a teaspoonful before each meal. Some of the papers which contained large advertisements of Peruna suppressed the report of the case altogether, but the Brisbane *Telegraph*, in a strong article, urged the authorities to confiscate all the Peruna they could lay their hands on, and stated that the manufacturers, and not the innocent sellers, should be penalized. It is understood that a number of other patent medicines are similarly affected. The government has given thirty days' grace to get rid of stocks of these preparations, after which the law

will be strictly administered. One of the papers gives an analysis of what Peruna is alleged to consist of.

NARCOTIC-LADEN PROPRIETARIES.

These exposures have caused considerable consternation and will probably lead to the early proclamation of the projected regulations under the commonwealth commerce act, one of which provides that any medicines or medicinal preparations which contain 10 per cent or more of ethyl alcohol, and which recommend an average dose of 60 minims or more, or which contain morphine, cocaine, heroin, chloral hydrate, belladonna, cotton-root, ergot, or other abortifacient, must bear an intimation on the label to that effect. This regulation will apply only to imported goods, but the Victorian Board of Health intends to pass a somewhat similar regulation, which will include, in addition to the above, bromides, phenacetine, antipyrine, etc., so that they may control the sale of these medicines locally. Whether this is simply the first move in the direction of the compulsory disclosure of the formulas of all proprietary preparations remains to be seen. Public opinion at any rate seems to be tending that way. This is exemplified by the various governments being forced to pass enactments dealing with the

IMPORTATION AND SALE OF OPIUM.

The Commonwealth government now absolutely prohibits the importation of this drug, except for medicinal purposes, and then only by licensed persons. Most of the states have an anti-opium law, and in Victoria the sale of smoking opium is altogether prohibited. Even druggists, who have medicinal opium in their possession, must hold a permit issued by the Governor in Council.

Legislation to prohibit and restrict the publication and circulation of certain

MEDICAL AND SURGICAL ADVERTISEMENTS

is also to be introduced into all the Australian Parliaments, as the outcome of a resolution recently agreed to at a conference of premiers of the various states. This step is contemplated in order to suppress a certain type of advertisements used by charlatans to gull the public. The Federal Postmaster-General a short time ago exercised his powers in stopping the letters sent to a large medical institute and refusing to deliver them. The firm appealed to the High Court of Australia, and after lengthy litigation it was decided that the Postmaster-General had full power to refuse to transmit letters to any one receiving money in connection with a fraudulent and immoral business.

A NOVEL SORT OF COMPETITION.

The *cause célèbre* of the month has been the successful outcome of the suit instituted by the Pharmacy Board of Victoria in reference to friendly societies' dispensaries. A number of friendly societies established dispensaries in different districts for the purpose of supplying their members with medicine. Several of these, however, went further and openly traded with the public, carrying on a general druggist's business. Others did the same thing by means of subterfuge. The Pharmacy Board therefore brought an action against one of the largest of these dispensaries for carrying on business as a chemist and druggist contrary to the act. The case went through various stages, until recently it reached the highest tribunal—the High Court of Australia—and after arguments extending over three days the three judges unanimously found in favor of the board.

These dispensaries are now restricted to supplying medicines to their own members; they are not permitted to trade, and consequently cannot carry on the hitherto unchecked practice of selling to the public. The decision even goes further than this, and says they may not "sell" to their own members. All that they may do is to "transfer" medicines belonging to the dispensary to the members, as one of the benefits accruing by virtue of their quarterly contributions as members of friendly societies. When it is remembered that about half the population of Australia is indirectly connected with friendly societies, the importance of the above judicial utterance can to some extent be gauged. Had the dispensaries won the day it would have been

annihilation to a number of chemists. The friendly societies have now asked for an amending bill, but the government has refused to override the decision of the High Court. In the suit referred to, the Commonwealth Attorney-General, the Hon. I. A. Isaacs, K. C., appeared for the Pharmacy Board.

THE EARLY CLOSING MOVEMENT

has recently received a great fillip by the passing of a regulation compelling the druggists of the city of Melbourne to close their pharmacies at 9 P.M. This reform was brought about by a petition of a majority of druggists in the district referred to. Since then a number of large suburbs and several country districts have followed suit, in some instances 8 o'clock being the closing hour. The movement is a wise one, and no inconvenience has resulted to the public.

THE RELATIONS BETWEEN DOCTORS AND PHARMACISTS

is a constant topic of discussion. At a recent meeting of the Pharmaceutical Society of New South Wales it was decided to convene a conference with the medical association to discuss matters of interest affecting both bodies. A similar move is in course of progress in Queensland. One proposition to be discussed is that medical men should sign their prescriptions in full and not merely initial them. Another is that the medical association should take disciplinary measures to prevent physicians prescribing proprietary preparations. This suggestion is not viewed favorably by the official organ of the medical association, which, in the course of an article approving of the conference, states that "medical men recognize that in these preparations they have standard remedies of approved quality and well adapted to their patients' requirements and convenience, and from this point of view no fault can be found with them if they persist in such a course of prescribing." Another suggestion is that prescriptions containing morphine, cocaine, and drugs of that class should not be returned to the patient. This opens up the question as to the proprietary right of the patient in the prescription. I do not know what the practice in America is in this connection, but here the patient retains the prescription, the chemist merely copying it in his prescription book. In order to get an authoritative decision as to the legal position it is proposed to test it in the

law courts. Other matters to be discussed are counter prescribing by chemists, dispensing of their own medicines by doctors, secret commissions, and the use of private formulæ.

Another matter which has been largely discussed by the various pharmacy boards is the extension of

INTERSTATE RECIPROCITY.

In a large measure we have recognition of certificates of various state boards throughout the commonwealth. There is a slight difference of opinion, however, on one point, which prevents complete reciprocity. In 1903 three of the states, New South Wales, South Australia, and Victoria, entered into an agreement to recognize each other's certificates on a whole register basis—that is, all persons whose names appeared on the various pharmaceutical registers at that date would be accepted, whether they were examined men, or had acquired their qualification by virtue of having been in practice before the acts were passed. The other states—Queensland, West Australia, and Tasmania—refused to join in except on an examination basis—that is, they would accept only examined men. They therefore reciprocated amongst themselves on this basis.

There have accordingly been two groups of reciprocating states. Now, New South Wales, without breaking their agreement with South Australia and Victoria, have entered into reciprocal relations with Queensland on an examination basis. This will probably lead to a complete understanding between all of the states, so that in the near future a chemist qualified in any one state may on that qualification register himself in any other state in the commonwealth. Such a consummation is devoutly to be wished.

The State of Victoria recently passed a

PURE FOODS ACT,

which is said to be the most advanced piece of legislation of its kind extant. Under the act provision is made for the appointment of a Food Standards Committee, consisting of university professors, scientific men, and representatives of the mercantile community. This committee has imposed upon it important duties. It fixes the standards of food, drink, drugs, and chemicals, determines the various methods of analyses which must be followed, and has power to make important regulations respecting the administration of the act. Acting on the advice of the pharmacy board, the government appointed

two retail druggists members of the committee. The pharmacists upon whom this honor has been conferred are, Councillor Charles Pleasance, J.P., ex-lord mayor of the city of Melbourne and president of the Pharmacy Board, and Mr. A. R. Bailey, ex-president of the Pharmaceutical Society of Australasia.

Last, but not least, the question of

PRICE PROTECTION

deserves some mention. This principle appears now to have obtained a firm footing in Australia. Well established anti-cutting associations exist in New South Wales and Victoria, and successful efforts are being made in some of the other states to keep up prices. American firms are well represented on the protected lists, which, it is satisfactory to note, increase in magnitude month by month. So far no "cutter" has taken his case to the courts, moral suasion having proved sufficient, and no attorney-general has intervened to put down the "drug trust," although, under the Federal Anti-trust Bill, it is proposed to give power to the government to deal with associations formed in restraint of trade, and, according to some legal minds, the P.A.T.A. comes within that meaning.

This brief résumé of some of the more important events which have happened since my last letter to you may be appropriately closed by a short extract from the address of the president of the Pharmaceutical Society of Australasia (Mr. A. R. Bailey) on the occasion of the forty-ninth anniversary of the foundation of the society:

"During the past year more laws have been passed affecting pharmacists than in any corresponding period of the society's existence, and although these enactments have imposed new restrictions upon chemists and given them greater responsibilities, they more than ever recognize pharmacists as a body of specially trained persons to whom a larger share of the public health should be entrusted. When the historian of pharmacy comes to review the year's work, I think he will say it was the *annus mirabilis* of pharmacy, which now has been placed on a sounder and firmer footing, socially, legally, and commercially."

AN AUSTRALIAN VISITOR TO THE U. S.

Mr. H. A. Woolnough, president of the Pharmacy Board of Victoria, and a member of the firm of Bowen & Co., the largest drug-store proprietors in

the city of Melbourne, has just returned to Australia after a trip round the world. In speaking about his impressions of his journey through England and America, he said that the thing which probably struck him most was the magnitude of Messrs. Parke, Davis & Co.'s establishment at Detroit, in the inspection of which he spent some considerable time. He was specially impressed with the wonderful organization of the firm, and the extraordinary care taken to insure the purity of the products placed on the market from time to time.

Speaking generally, Mr. Woolnough was disappointed with the condition of pharmacy in most of

the large cities he visited. The relegation of the dispensary to the rear of the building and the prominent position given to the cigar and soda-water trade did not commend itself to him. He attributed this state of affairs, however, to the enormous rents which had to be paid for good positions in principal streets, and to the declining profits which have been a feature of the drug trade for several years past. In the large capital cities of Australia it is now becoming a questionable matter whether a purely pharmaceutical business can be run on a sufficiently profitable basis to pay the high rents which are now being demanded.

THE PRESIDENT OF THE N. A. R. D.

Charles F. Mann, of Detroit—A Sketch of His Life—His Present Pharmacy—The Offices He Has Held in Different Associations—The Banquet Tendered Him Recently by His Detroit Friends.

Charles F. Mann, president of the National Association of Retail Druggists, was born in the university town of Ann Arbor, Michigan, in September,



CHARLES F. MANN.

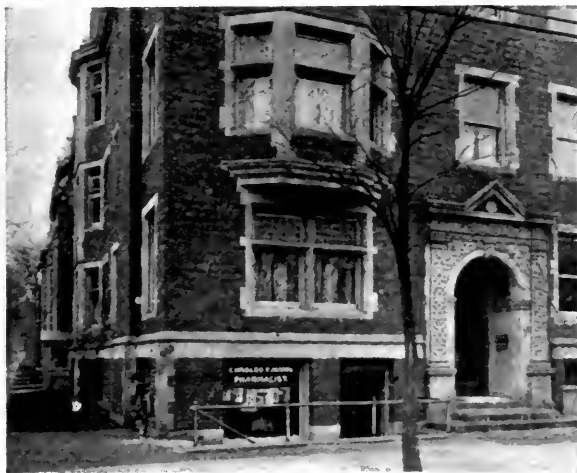
apothecary of the German school, whose son, Ottomar Eberbach, now conducts the business in Ann Arbor, and whose stock of imported instruments for chemical and technical purposes, supplied to institutions and individuals all over the State, was inferior in size and variety only to those found in New York City.

It must have been somewhere about 1872 that the elder Mann dissolved partnership with Mr. Eberbach and established a pharmacy of his own. His three sons—Eugene, Albert, and Charles—were then growing up, and one after another they were assisting in the store and pondering the important question of what their business or profession in life was to be. To-day all three are pharmacists, the two eldest having succeeded the father upon his death in 1887, but it is a singular fact that during their early manhood only one of the boys intended to adopt the parental calling.

Albert, the second son, deciding upon pharmacy as a career, took the pharmaceutical course at the University and entered the Mann store. Eugene, selecting a different occupation, was educated at the University as a mining engineer, but this gave him so thorough a comprehension of chemistry, itself the foundation rock of pharmacy, that it was easy afterwards to adapt himself to circumstances and

1864. His father, Emmanuel E. Mann, was a well-known pharmacist in the city for fully fifty years. For at least thirty-five years he was in partnership with Christian Eberbach, a thoroughly trained

assume the management of the store with his brother. Charles, the younger, with a good business head on his shoulders, expected to follow a more distinctly commercial career. Had he known that



Mr. Mann's pharmacy in "The Woodward" apartment house at the corner of Woodward and Forest Avenues in Detroit. There are three show windows at the left, on the Forest Avenue side, which do not show in the engraving. Mr. Mann lives in the flat immediately above the store. "The Woodward" is one of the best apartment buildings in the city, and the location is unexcelled.

he was to become a pharmacist he would have taken the regular course at the U. of M., an omission which he now regrets.

MR. MANN BEGAN BUSINESS LIFE IN DETROIT.

He graduated in turn from the grammar and high schools, working meanwhile during odd hours in the pharmacy, and then, at the age of 17, he came to Detroit and obtained a clerical position with Swift & Dodds, a wholesale drug firm long since discontinued. Next followed five years in the jobbing house of James E. Davis & Co., another concern no longer in existence.

He did not find the life as attractive as he had expected, or else the chances were not so good as he had painted them. At any rate, a good opportunity presented itself to go into the retail business, and he grasped it. He bought out the Hoggüer store at 20 Monroe Avenue in Detroit, and thus returned after all to the parental occupation. Heredity and early environment had done their work.

This was in 1887, and the young man was 23 years old. To-day lower Monroe Avenue in Detroit is a good business location in the heart of the down-

town district. At that time, however, Detroit suffered the reproach of being a "one-street town." Woodward Avenue absorbed all the traffic, and a store half a block off Woodward might almost as well have been half a mile away. The Mann store was in the middle of the block in a rather obscure position, and the young proprietor, though he did a good business, was unable to divert, as much as he had expected, the stream of purchasers which poured up and down Woodward Avenue within sight of his front door.

There was only one of two things to do—move over on to Woodward and go in deeply, or else retire to a good residence district. One required what for the young man was a large capital. The other demanded little or no more than he possessed at the time. Lacking the capital, he felt compelled to let the larger opportunity go by, and so we next find Mr. Mann, at the age of 26, established in business at the corner of Third Avenue and Calumet Street.

The year following he married Miss Delbridge, of Detroit, and one daughter, now nine years old, is the fruit of the union. Mrs. Mann is a woman richly graced with the qualities of the eternally feminine—qualities not less beautiful than rare—



This view shows a corner of the Mann pharmacy. The woodwork is weathered oak, and everything is of the latest design. The pharmacy is one of the neatest and handsomest in the State.

and she is a prominent worker in the Woodward Avenue Congregational Church, the largest in the city. She has been keenly interested in her husband's activities, and has made a home for him full

of the domestic content which is after all the greatest happiness in life.

HIS PRESENT PHARMACY.

Mr. Mann remained at the Third Avenue location for eleven years. In 1901 "The Woodward," a large apartment house, was erected at the corner of Woodward and Forest Avenues. This was the very heart and center of the finest and wealthiest residence district in Detroit, and Mr. Mann seized the opportunity to establish a pharmacy in the front corner of the building at the juncture of the two avenues. Right across the street was the Woodward Avenue Congregational Church, having the largest and wealthiest congregation in the city. Up and down Woodward, and on the other streets in the vicinity, were the homes of wealth and prosperity. In front of the pharmacy two important car



Here we have an incomplete and partial view of the prescription counter, with an overflow room in the distance.

lines crossed and involved much transferring at Mr. Mann's very door.

It was a first-class location and Mr. Mann has made the most of it. His business is a good one and is constantly growing. The pharmacy is one of the neatest and handsomest in the city, but, like all stores in apartment buildings, is in rather restricted quarters. Some idea of it may be gained from the accompanying engraving of a corner of the sales-room, although it fails to do justice to the quiet elegance and beauty of the store. It is a high-class pharmacy and it enjoys a high-class trade, with a large prescription business at the foundation.

ASSOCIATION ACTIVITIES AND HONORS.

Mr. Mann has from the first been prominent in the work of the local and State associations, and has held the highest offices in both bodies. He was treasurer of the State association for one year, secretary for three years, and was elected president in 1900. He is to-day one of the three or four leading spirits in the organization.

Seven or eight years ago, when the local association was reorganized under the stimulus of the N. A. R. D., he was made secretary and filled that office for three years. He was elected president in 1904. A month or two ago, at the annual meeting, he was chosen president for the third time against his determined protests. He declared it to be a mistake for the same men to hold office year after year, but he was overruled and compelled to serve again. This suggests the statement that Mr. Mann has not held so many offices, and been elected to them so many times, because he sought them, and because he craved a position in the limelight. Such an assumption would be the very reverse of the truth and would do Mr. Mann a cruel injustice. His friends know that he has never sought an office in his life and that *the office has sought him every time*.

Time and again "Charlie" Mann has been selected for this office or that because he was square, he was courageous, he was capable, because he stood for the best things, and because he was sure to do his duty as he saw it regardless of whose corns were being trodden upon. "Oh, I don't want the office," he would say. "Elect somebody else. You fellows will make a chronic office-holder of me. I haven't got the time anyway." But his protests have been of no avail—he has been compelled to serve again and again.

This has been exactly the history of Mr. Mann's office-holding in the N. A. R. D. He was deliberately chosen treasurer three years ago when somebody was wanted who united a business head with unflinching honesty. He knew absolutely nothing of the choice until it had been determined upon by the slate-makers of the association, and it was a complete and almost bewildering surprise to him. At the Atlanta meeting in October, when he got wind of the fact that his name had been definitely decided upon for the presidency, he kicked over the traces at once, and his wife and his friends labored with

him for some hours before they succeeded in convincing him where his best interests lay.

HIS FRIENDS TOAST HIM.

When Mr. Mann returned to Detroit from the Atlanta convention eighteen or twenty of his associates in the work of the local and State societies gathered around him and gave a dinner in honor of his presidency. It was an evening that will not soon be forgotten by those who were present. A family party it was—small enough to be companionable and informal. The wine was good. The cigars

were the best of fragrant Havanas. But above all was the feast of reason and the flow of soul. Unfeigned joy in Mr. Mann's success was the key-note. The present writer happened by chance to be toastmaster, and it gave him a rare pleasure to speak of the Spartan virtues of the guest of the evening. Every one who responded testified with manifest sincerity and unconscious eloquence to his friendship and admiration, and the remarks of all might well be summed up in a single sentence: He is a *man*—every time, everywhere, under every circumstance of temptation or pressure.

A DISPLAY OF FLAVORING ESSENCES.

The display shown in the accompanying illustration is sent in to the BULLETIN by Horace C. Buxton, manager of the Fort Fairfield Drug Co., of Fort Fairfield, Maine. The subject was flavoring

and oil of wintergreen—the aim being to show what native substances were used in the manufacture of the essences. A card at the right bore the following legend: "*These Flavorings are Made from the Best*



extracts. The finished bottles of the essences are sufficiently shown in the photograph, but other features of the trim need some little explanation. Such things were exhibited as whole lemons, oil of lemon, vanilla beans, peppermint plants, oil of peppermint,

Material We Can Buy. Try them—Money Back if they are not as Good as those You Have Been Using." In the left of the window was a smiling moon, and under it the statement: "*Our Flavorings Make You Smile.*"

KEEPING BOOKS AND RECORDS.

A Complete System for a Retail Drug Store—Providing for Customers' Accounts and Records of Bills Payable, Merchandise, Expense, Interest, Discount, Stock, Loss, Gain, etc.—Suggestions Also for a Cost and Price Book, a Mailing List, a Laboratory Record, and a Prescription Record.

By H. C. BRADFORD.

Observation and hearsay have both convinced me that far too few pharmacists keep adequate or proper records of their business. I have seen more than one apparently prosperous store where the only books kept were a "blotter" and a single-entry ledger, and the only records made therein were to charge such items as were sold on credit. A store might prosper under such conditions, but I am certain that proper books and records, properly kept, would add materially to the profits. In fact I consider such records absolutely indispensable.

No cut-and-dried, ready-made system should be used, since there are no two stores with the same business details, and a system that would fit one place would not fit another. A system to be of the most help and use must "grow"—*i.e.*, it must gradually evolve itself as the needs become manifest. So far as possible, we try to fix it so that things will take care of themselves.

The plans and methods described here were devised to meet the needs of a small retail business. It was the work of more than a year to get the system all assembled and in smooth working order, but it was found to answer the purpose admirably and to give the best of satisfaction. It possesses the further advantage of being so flexible that it can be expanded to almost any extent to meet the demands of almost any business.

THE BOOKS USED.

In the accounting department, which we will consider first, the books used were: Day-book, ledger, cash-book, invoice-book, and, where needed, a bill-book. No journal was used, as it was found to be unnecessary, and in my opinion it could be omitted with decided advantage in the accounting of any retail business.

The ledger used was a “loose-leaf”—that is, one

in which the sheets can be readily removed or inserted. This possesses many advantages over the old bound books, as will become manifest to the user. This ledger had "Extra Debit Ruling," which gave sufficient space for itemizing all charge items, while space for credits was sufficient for the purpose. The diagram shows this form of ruling very clearly:

[illegible]

The foregoing remarks apply especially to the customers' ledger, which contains the accounts with our customers and nothing else. For accounts with our creditors, and also for such accounts as Merchandise, Expense, Interest and Discount, Stock, Loss and Gain, etc., it is better to use a separate ledger, ruled with the ordinary double-entry ruling. This ledger was private, since it showed at all times the state of the business, and was subject to the inspection of the proprietor and bookkeeper only—in this case one and the same individual.

CREDIT AND DEBIT ACCOUNTS.

This ledger also contained two accounts kept under the heads of "Creditors" and "Debtors." The object of these is to show at all times just how much we owed and also how much was owed us. They were kept as follows: As the invoices came in they were hung on a temporary file until compared with the goods and found to be O. K. At stated periods, which might be daily, weekly, or monthly (monthly in this instance), they were entered by footing up

their totals and recording these on the credit side of the Creditors' account.

This account was also charged at stated periods with all remittances made for goods, so that the balance at all times showed the net amount due for merchandise. All discounts, allowances, shortages, etc., were taken from the invoice itself, so the net figures only were entered.

The Debtors' account was treated in the same manner, being charged with all goods sold on credit, and credited with all collections, so the balance showed just how much was due us on account. It is a good plan to make the entries for these accounts weekly. Invoices after being entered on this account were then entered under their proper heads and pasted consecutively in the invoice book. This book contained only stub sheets, the invoices themselves making the full page; and these were numbered consecutively and always referred to by the numbers.

METHOD OF PAYING INVOICES.

Payments were always made by check, and the back of the check was stamped with a rubber stamp as follows: "This check is in payment of the following invoices. No other receipt necessary. If incorrect please return." Then followed the date and number of the invoice or invoices, and the amount. The check was thus made to serve as a voucher, and when received from the bank after payment, and pasted to the invoice which it paid, served as a complete and full record of every transaction involved in that particular invoice.

The cash-book was an ordinary 6-column affair, and was the book of original entry for all cash items, these being entered at once therein and posted direct to the ledger.

DEPARTMENT ACCOUNTS.

We had our business divided into several different departments and kept our records of them as follows: There was a separate cash drawer or register for each department, and all sales in a department were put into the proper register, credit sales being noted on small slips. An account was opened in the ledger for each department, and this account was credited with all sales and charged with all purchases. The balance thus represented at all times the gross profit realized in the department, save as the inventory modified the figures somewhat.

Accounts with banks were kept on the stubs of the check book. Other records which we kept were: Cost and Price Book, Mailing List, Laboratory Record, and Prescription Record. All these were best kept in loose-leaf books.

THE PRICE BOOK

should have quadrillé ruling, unless it is written on the typewriter, while the mailing list should be record-ruled. The prescription record requires a special ruling, while a 6-column cash-book will do very well for the laboratory record. Our price-book was ruled and kept according to the following form:

Article.	Gal.	16	8	6	4	3	2	1	Cost.
Oil Linseed.	75	10		5					40
Oil Olive.	2.00	30	20		10		5		100

The top figures represent quantities from one ounce to one gallon, and the figures under the head of "cost" represent the cost of the largest quantity entered, unless otherwise specified. I have found this the most satisfactory method of keeping a price-book. Write only on one side of the sheet, and when it is necessary to make a radical change in the price of an article, just run your pen through it and enter a new price on the other side of the sheet.

MAILING LISTS.

A well-regulated business requires several mailing lists, but a proper classification of names will enable them all to be kept in one book. I use the following method, which I have found very satisfactory: I classify my names under heads as follows: Country, Town, Women, Physicians, Merchants, Miscellaneous. The list is kept in a loose-leaf book, and one sheet under each letter is given to each class. This has the merit of keeping all names together, and at the same time enables all dead names to be eliminated, since the sheets of any particular class can be removed and used without disturbing any others.

Care should be used in entering the names to see that each head gets all the names which properly belong to it. It is often necessary to enter the same name under several heads. Thus a physician living in the country might be a physician, a merchant, and a farmer all at the same time, and this would necessitate entering his name under each and every head.

A LABORATORY RECORD.

The Laboratory Record is to show just what has and is being done in the way of manufacturing. It contains a column for the date, one for the name and amount of the article, and three unit-ruled columns headed "Buy," "Make," and "Gain." In the "buy" column is entered the amount the article would cost if bought; in the second column is entered the sum it costs to manufacture, and in the last the difference or gain is recorded. It is obvious that no place is provided for a loss column. However, it is supposed that nothing will be manufactured which will not show a gain. Here is an example taken from my own book:

Date.	Article.	Buy.	Make.	Gain.
Sept. 23.	1000 Cc. Warburg Tincture.	1.25	58	67
Sept. 24.	4000 " Elilx. Aromatic.	1.25	65	60
	1000 " " Lact. Pepsin.	.50	32	18

THE PRESCRIPTION RECORD

is kept as follows:

Date.	Num-ber.	Physi-cian.	Patient.	Kind.	Size.	Price.	Remarks.
July 26	3276	Jones.	C. H. Bell.	Fem. Tonic.	8 oz.	1 00	
" 26	3277	Smith.	A. B. White.	Salve.	1 oz.	35	
" 26	3278	Taylor.	D. W. Watson.	Pills.	30	75	
" 26	3279	Young.	J. G. Stokes.	Suppos.	12	50	

Such a record is of great value in locating refills for those careless people who neglect to bring the container and tell you "Why, you just filled it about two months ago: looks like you would not have forgotten this soon." If you are always certain to get the name of your customer properly, you can hardly fail to find any prescription wanted, no matter how meager the data which the customer is able to furnish. And this success will give you, not only the refill, but prestige and reputation as one that "knows his business" and can "deliver the goods."

AN OFFICE "TICKLER."

An office "tickler" is another valuable aid to us in the office work. This was designed to bring future items to attention at the proper time. A nice, neat box with a good cover was secured, and in it were filed in proper order 12 monthly guide

cards, and 365 daily cards. There was thus a card for every month and one for every day, and they were all plainly labeled. Now suppose we want to pay a bill that is due, say, on August 10. We will make a memorandum of it on a slip of paper, file it behind the August 10 card, and on that day it will be brought to our notice. The only thing necessary in this system is to be sure and look behind the guide every day, not once a week or semi-occasionally, but *every day*. By this plan you will never overlook anything, for the memorandum is made at the time the transaction occurs and the "tickler" will always bring it up at the proper time.

LABORATORY RECORDS AGAIN.

Another and better way of keeping a laboratory record is as follows: A small single-entry ledger is used and a page is employed for every item that is manufactured. Head it as follows:

ELIXIR LACTATED PEPSIN.

Buy: \$2.50 gal.	Make: \$1.30 gal.
July 10.	1000 Cc.
" 31.	1000 "

The entries are made as shown every time this article is manufactured. At the end of the year or period, ascertain the total amount made during the year and the total saving, and assemble these figures in a table similar to the following:

GOODS MANUFACTURED DURING 1906.

Article.	Buy	Make.	Gain.
5 gals. Elix. Lact. Pepsin.	12.50	7.50	5.00
15 " " Aromatic.	20.00	9.00	11.00
4 " Tr. Warburg.	20.00	11.20	8.80

This will give the results of the year's work in one compact, plain account, and is much more convenient than the first method outlined. The value of such a record can hardly be overestimated. It will show not only the actual gain, but will also point out many places where further saving might be made, either by doing more manufacturing or else showing that some items might be purchased more economically than manufactured.

If any reader wishes more information than I have given here, I will be glad to supply it on request, accompanied with a stamped and addressed envelope.

THE YEAR'S LEGISLATION IN PHARMACY.

The National Food and Drugs Act—Five New Anti-narcotic Statutes—Four Measures Providing for Interstate Registration—A New Pharmacy Law for the District of Columbia—Other Enactments.

By HARRY B. MASON.*

The story of the pharmaceutical legislation of 1906 is a very interesting but a somewhat complex and involved one. The key to the situation is largely to be found in the crusade which has been waged against patent medicines in some of the popular magazines during the last two years. The magazine writers, thinking they had prepared the public mind for legislative reforms, and having been promised the support of the American Medical Association in its national organization and in its State branches, caused a number of bills affecting the status of patent medicines to be introduced early in 1906 into the national Congress and the State legislatures of the country. The W. C. T. U. and still other bodies, operating more or less independently, also came forward with an assortment of bills which added to the general confusion of the situation.

These measures were of various kinds. Some of them were of the familiar formula-on-the-label type. Others prohibited the sale of patent medicines containing, say, more than $4\frac{1}{2}$ per cent of alcohol, as was the case with a Kentucky bill. Still others provided, like a Massachusetts measure, that patent medicines containing more than 3 per cent of alcohol should state the fact upon the label. But perhaps the most numerous group was that in which it was provided that the content should be stated upon the label, not only of alcohol, but also of morphine, opium, cocaine, heroin, and a more or less inclusive list of other narcotics. The pinnacle of achievement in this direction was reached in the Stevens-Wainwright bill in the New York legislature, which mentioned almost every drug in the Pharmacopœia. Three of these patent medicine measures made their appearance in the national Congress. No fewer than six more were introduced in the Massachusetts legislature, while Ohio and a few other States were compelled to worry along with two and in some instances with only one.

THE "CHICAGO CONFERENCE BILL."

Realizing that some sort of legislation was inevitable, and that the reformers had better be met half way, the Proprietary Association of America arranged for a conference in Chicago between representatives of its organization, the American Pharmaceutical Association, the National Association of Retail Druggists, and the National Wholesale Druggists' Association. The purpose was to draft and adopt specimen bills regarding the presence of narcotics and alcohol in proprietary articles, and so far as narcotics were concerned a measure was finally approved which has since become known as the "Chicago Conference Bill." This was a modification of the model anti-narcotic law of the A. Ph. A. which had been drawn up by Professor Beal some years before.

Of course the A. Ph. A. model affected, not only proprietaries, but the sale of narcotics in any form whatsoever, and the Chicago Conference Bill therefore became a general anti-narcotic measure instead of one limiting itself to the mere regulation of patent medicines. The A. Ph. A. model was greatly strengthened by providing for the revocation of the culprit's license as a pharmacist upon the third conviction. Another change was made in virtually doubling all of the permitted quantities of the prescribed narcotics in proprietary preparations: thus in each ounce of a product there was allowed $\frac{1}{4}$ grain of morphine or heroin, $\frac{1}{8}$ grain of cocaine or alpha- or beta-eucaine, 2 grains of opium, and 10 grains of chloral hydrate. Preparations containing these maximum quantities, or less, were to go unlabeled: preparations containing greater quantities were to be considered illegal and unsalable. It was provided, however, that no prosecution could be brought for the sale of any proprietary preparation until the board of pharmacy of the State had certified that the product violated the law.

Armed with this "Chicago Conference Bill," the

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proprietors proposed to have it introduced wherever a narcotic labeling measure seemed likely of success, and they counted on the support of pharmacists by virtue of the fact that their bill was a general anti-narcotic measure like that which the A. Ph. A. had been urging for some years, and which the better element in the drug trade had realized the necessity of having enacted into law in as many States as possible. What was the result?

FIVE NEW ANTI-NARCOTIC LAWS.

Well, it is a simple fact of the year's history that every one of the considerable number of out-and-out patent medicine bills was killed before the legislative season ended. This statement relates one-half of the story. The other half is seen in the enactment of the Chicago Conference measure in the District of Columbia, Maryland, Massachusetts, Rhode Island, and San Francisco. All five of these laws differed from each other in slight particulars, but they were substantially reproductions, in part or in whole, of the Chicago Conference Bill. In the District of Columbia the anti-narcotic provisions, minus the revocation penalty, were embodied in a general pharmacy law regarding which more will be said later on in this review. In San Francisco the Conference Bill was in part adopted as an ordinance by the City Council after the earthquake and fire. In Maryland and Rhode Island the language of the Conference Bill was followed quite closely. The Massachusetts bill departed from the others in character, and was a dovetailed compromise between the Chicago Conference measure and a narcotic labeling draft which had been introduced at the behest of the anti-patent-medicine reformers. Its main provisions are as follows:

The content of alcohol must be stated upon the package of all "proprietary or patent medicines" which contain this substance in excess of the amount shown to be necessary by the U. S. P. or the N. F. as a solvent or preservative. The content of opium, morphine, heroin, or chloral hydrate must be stated, provided the package contains more than two grains of opium, more than $\frac{1}{4}$ grain of morphine, more than $\frac{1}{16}$ grain of heroin, or more than 8 grains of chloral hydrate in each fluid or avoirdupois ounce. If the article contains cocaine or any of its salts, or alpha- or beta-eucaine, or any synthetic substitute of these, its sale shall not be permitted at all—this provision being the most drastic that has yet found entrance into any similar measure. One section of this Massachusetts law is in the nature of a general anti-cocaine enactment, and restricts the sale of cocaine and alpha- or beta-eucaine to the prescriptions of physicians, dentists, or veterinary surgeons.

So far as the interdiction of the sales of cocaine-bearing or eucaine-bearing proprietaries are concerned, no particular patent is to be involved until the State Board of Health has formally placed the article upon the tabooed list.

Now it would be difficult to say just how many of these five anti-narcotic laws of the year were the result of the patent medicine agitation. Perhaps not all of them were introduced by the proprietors in self-defense. Pharmacists had been urging anti-narcotic legislation for many years; and the situation of 1906 is probably explained by the statement that anti-narcotic reform was given a considerable impetus by the necessity under which the patent medicine proprietors rested of satisfying the real or fancied demands of the public for legislation. In at least two or three States there were introduced, by interests outside of the drug trade, anti-cocaine and anti-narcotic bills of an impracticable nature; and these also conspired to induce pharmacists to bring forward the Beal model or the Chicago Conference measure as a draft more satisfactory to the retail trade and more likely to achieve the necessary results. Thus it was that a number of factors operated during the year to bring about such new anti-narcotic legislation as we now find upon the statute-books of several commonwealths.

But whatever the motives or the purposes, simple or complex, that resulted in this legislation, the retail trade should congratulate itself that the year has witnessed a substantial advance in general anti-narcotic reform.

NARCOTIC LABELING CLAUSE IN THE FOOD AND DRUGS ACT.

While, as has already been explained, every one of the purely patent medicine bills of the year failed of success, it remains to be said that the critics of the patent medicine industry, by a combination of strategy and energy at the eleventh hour, caused the insertion of a narcotic labeling clause in the "food and drugs act" enacted by the national Congress in early June. This labeling clause had been inserted in the bill weeks before, but representatives of the P. A. of A. and N. W. D. A. thought they had succeeded in having the committee either modify it or throw it out. Representative Mann was in charge of the bill, and he arranged with Samuel Hopkins Adams to have the clause reinserted during the closing hours of Congress when the bill should be hurriedly presented for passage in the house, and

when but a day or two would remain for the conferees of the house and the senate to arrange their differences and hand the measure over to the President for his action. The plan worked perfectly, and so it was provided that any medicament would be considered misbranded "if the package fail to bear a statement on the label of the quantity or proportion of any alcohol, morphine, opium, cocaine, heroin, alpha- or beta-eucaine, chloroform, cannabis indica, chloral hydrate, or acetanilide, or any derivative or preparation of any such substance contained therein."

It was recognized at once that this provision meant a considerable success for the anti-patent-medicine reformers, and that, while it did not provide for the formula on the label, or a complete list of ingredients, it gave them more than they would have gotten if they had succeeded with the many narcotic labeling bills in the different States. For it was seen that the labeling clause in the food and drugs act involved every bottle of patent medicine in the United States except in the few instances where a product was sold within the State of its manufacture. Unfortunately for the drug trade at large, the clause went beyond patent medicines and affected medicaments of every kind and character; and it will particularly work an injustice and an infinite amount of inconvenience to manufacturers of U. S. P. and N. F. products. Several attempts were made during the consideration of the bill by Congress to exempt the latter preparations from the language of the clause, but at the last they proved unsuccessful.

The scope of the food and drugs act has apparently been greatly increased by the rules and regulations which have since been issued for its enforcement. In these it is provided, for instance, that the following "derivatives" of the prescribed narcotics shall be added to the list: Ether as a derivative of alcohol; apomorphine, dionine and peronine as derivatives of morphine; codeine and its salts as derivatives of opium; chloralamide, chloralose, dormiol, hypnal, uraline and chloral orthoform as derivatives of chloral hydrate; and acetphenetidine, citrophene, lactophenin, and phenacetine as derivatives of acetanilide. It remains to be seen whether the courts will hold that the government commissioners exceeded their executive functions in declaring all of the foregoing substances subject to the provisions of the labeling clause.

THE LABELING CLAUSE ADOPTED IN GEORGIA AND LOUISIANA.

Before passing on to mention other features of the food and drugs act, let me point out in this place that the labeling clause has since been adopted with some modifications in the food and drug laws of Georgia and Louisiana, so that the triumph of the reformers with the national law paved the way for eleventh hour successes elsewhere. In the Georgia provision, however, the preparations of the U. S. P. and the N. F. are exempted from the necessity of having their content of alcohol stated. Neither the Georgia nor the Louisiana provisions, so far as I am able to learn, exempt prescriptions from the strictures of the labeling clause, and this constitutes an indictment against these laws which also holds good with the congressional food and drugs act. So long as the national law affects interstate traffic only, pharmacists are not directly involved except they reside in the District of Columbia or the Territories, but an entirely different face is put upon the matter when the States follow the initiative of the national government and pass similar legislation. It may be pertinent to remark in this place that the Commissioner of Health in Greater New York, an official of the school of Nicholas, has arbitrarily adopted the food and drugs act as a part of the sanitary code of the city.

THE FOOD AND DRUGS ACT IN GENERAL.

Now all the foregoing discussion of the food and drugs act refers to the narcotic labeling clause, which, after all, is an extraneous feature of the law, but which has nevertheless caused the most concern to all branches of the drug trade. As a whole, the act is one of tremendous importance, and is by far the most vital and far-reaching law of the year. So far as drugs are concerned, the act affects "all medicines and preparations recognized in the United States Pharmacopœia or National Formulary for internal or external use, and any substance or mixture of substances to be used for the cure, mitigation or prevention of disease of either man or other animals." Adulteration and misbranding of drugs are considered under the following definitions: (1) A drug is deemed adulterated if, mentioned or described in the U. S. P. or the N. F., it differs from the standards and requirements laid down therein. (2) It is adulterated if its strength

or purity falls below the promised standard or quality under which it is sold. (3) It is misbranded if it bears any design or statement which is false or misleading in any particular, or if it is falsely branded as to the State or Territory in which it is manufactured. To the first of these definitions there is the following important qualification: "Provided, that no drug defined in the United States Pharmacopœia or National Formulary shall be deemed to be adulterated under the provision if the standard of strength, quality, or purity be plainly stated upon the bottle, box, or other container thereof, although the standard may differ from that determined by the test laid down in the United States Pharmacopœia or National Formulary." Another important qualification is that no retail dealer shall be prosecuted if he can furnish a guarantee from jobber or manufacturer declaring the article or articles not to be adulterated or misbranded within the meaning of the act.

This law is so important that pages could be written upon it, but the character of this review of the legislation of 1906 demands that consideration of the food and drugs act be left at this point for a brief mention of other laws which the year has brought forth. Perhaps another word may be said by way of caution. As has already been intimated, the act is quite likely to be duplicated in a number of States during 1907, and it is incumbent upon the drug trade to see to it that the narcotic labeling clause is not made to involve prescriptions on the one hand, and U. S. P. and N. F. products on the other. Unless these exemptions are made, State laws based upon the national model will subject pharmacists to a very great and entirely unnecessary amount of trouble and inconvenience.

NEW LAWS IN MARYLAND, OHIO, AND THE DISTRICT OF COLUMBIA.

In Ohio and Maryland pharmacists secured the enactment of laws amending and strengthening the details of the general pharmacy acts, while in the District of Columbia an entirely new pharmacy law was placed upon the statute-book. The most important feature of the Maryland measure was one extending the operations of the pharmacy act to Talbot county, which had previously been exempt from its provisions. It was also provided that a "certified assistant pharmacist" should not be left in charge of any pharmacy for a period of more than

twenty-four hours. The District of Columbia law was a somewhat peculiar blend of a general pharmacy law, a poison law, and an anti-narcotic act. The anti-narcotic provisions, as has already been explained, were borrowed chiefly from the Chicago Conference Bill. The poison provisions were borrowed from the model pharmacy law of the A. Ph. A. The provisions affecting the practice of pharmacy in general were of the customary type and are in need of no particular description in this place. The act as a whole supersedes a law which has been in operation since 1878, and which the pharmacists of the District of Columbia have for years endeavored to supplant with a more efficient and modern measure.

FOUR LAWS PROVIDING FOR RECIPROCITY BETWEEN BOARDS.

An interesting and important feature of all three of the new laws mentioned in the foregoing paragraph was that giving the Board of Pharmacy in each case the privilege of interchanging certificates with other boards under certain restrictions. A special bill conveying the same power was also enacted in Massachusetts. All four of these provisions or laws were brought about as a result of the reciprocity movement initiated by the National Association of Boards of Pharmacy. The Ohio provision is a little different from the others in making it mandatory that the board shall register as assistant pharmacists those who have full papers as registered pharmacists in other States. There has been on the statute-book in Ohio for some years a law or provision giving the board power to exchange certificates of registration with other boards granting Ohio the same courtesy.

OTHER NEW LAWS.

A number of other laws of the year may be briefly mentioned in a single paragraph: Cincinnati, following in the wake of half a dozen other leading cities, has restricted the sale of carbolic acid, declaring that it may not be dispensed in solutions greater than 10 per cent in strength except upon physicians' prescriptions (and it may be remarked that the Minnesota Pharmaceutical Association, at its last meeting, decided to seek the enactment of a similar measure at the next session of the State legislature). A law was enacted in Kentucky increasing the renewal fee of druggists from one to two dollars in

order to provide the Board of Pharmacy with sufficient funds to enforce the pharmacy act. Iowa, which has heretofore exempted graduates of recognized colleges from the State examination, enacted a law withdrawing this privilege from them, but providing that graduates of schools giving at least seventy-two weeks of work may be excused from conforming to the experience requirement. A law was adopted in Massachusetts giving druggists in no-license towns the privilege of selling liquor upon physicians' prescriptions. In concluding this paragraph, reference ought of course to be made to the denatured alcohol bill which was enacted by the national Congress, and the provisions of which are familiar to everybody.

THE GRADUATION REQUIREMENT.

Now in considering very briefly some of the innumerable measures which failed of enactment during the year, we may give first place to two provisions which would have established the graduation requirement in Ohio and the District of Columbia. Both were eliminated before the measures containing them became law. In the District of Columbia considerable opposition to the graduation requirement developed, but in Ohio it would seem that the failure of the prerequisite clause was due, not so much to opposition on the part of the enemies of the reform, as to the indifference and lack of energy of its supporters. It may not be out of place to report here that in at least two States, New Jersey and Minnesota, the State Pharmaceutical Associations have decided to seek graduation-requirement legislation during the coming year.

UNSUCCESSFUL MEASURES.

Passing on to mention a few other unsuccessful measures, it may be recorded that the Mann bill in the national Congress, seeking to change the patent laws as they affect medicines, fell by the wayside. In Massachusetts and New York two bills failed which sought to increase the per diem allowances to the members of the Board of Pharmacy. A bill failed in Massachusetts which deserved a better fate: it would have prohibited the advertising of remedies for venereal diseases. Kentucky killed a measure which would have exempted physicians from the operations of the pharmacy act—a type of bill often seen in former years. A bill died a natural death in the national Congress prescribing

that "plain English" be used in all physicians' prescriptions—another more or less familiar measure. In New York State, as usual, two or three measures appeared which would have given grocers and the general merchants in the smaller towns greater privileges than they at present enjoy in the handling of medicines; one of these, the Lupton bill, passed the legislature in spite of the determined opposition of the drug trade, but it was afterwards vetoed by the governor. Another bill in New York would have prohibited any deviation from a prescription, however necessary or important. Altogether, indeed, no fewer than eighteen measures affecting pharmacists appeared in the New York legislature, and the druggists of the State deserve a good deal of credit for their activity in securing the burial of every last one of them.

SUMMARY OF THE NEW LAWS.

What, then, to sum up, has the year brought forth in the way of new legislation? In the new food and drugs act, passed after twenty-five years of constant agitation, Congress has enacted a vitally important law which is now sure to be duplicated in many of the States; features of this act have already been written into the laws of Georgia and Louisiana (and adopted arbitrarily by the Health Commissioner in Greater New York as a part of the Sanitary Code of the City); anti-narcotic laws, incidentally regulating the sale of narcotic-bearing proprietaries, have been enacted in Maryland, Massachusetts, Rhode Island, the District of Columbia, and San Francisco; an entirely new and modern pharmacy law has been provided for the District of Columbia; necessary amendments to the pharmacy laws of Ohio and Maryland have been adopted; provision for interstate registration under certain restrictions has been made in the District of Columbia, Massachusetts, Ohio, and Maryland; a new liquor law has appeared in Massachusetts; and a number of other measures of varying importance have been placed upon the statute books.

How have the A. Ph. A. specimen bills fared in this grist of new legislation? The poison provisions of the model pharmacy law have been adopted with modifications in the District of Columbia act, and the model anti-narcotic draft, altered somewhat and transformed into the "Chicago Conference Bill," has been made the basis of all five of the new anti-narcotic laws of the year.

THE PRESERVATION OF GALENICALS.

Report of a Discussion on the Subject at the Recent Meeting of the American Pharmaceutical Association—Suggestions Regarding Aromatic Waters, Fluidextracts, Ointments, Syrups, Volatile Oils, and the Like.

At the recent meeting of the American Pharmaceutical Association, in Indianapolis, there was an interesting discussion before the Commercial Section on the preservation of galenicals. Prof. Charles Caspari, Jr., of the Department of Pharmacy of the University of Maryland, led off with a profitable talk on the subject.

AROMATIC WATERS.

Aromatic waters, he said, should never be exposed to low temperatures. The solutions were made at the ordinary temperature of the pharmacy, and precipitation would result if the temperature were reduced to any considerable degree. A cloudy mixture would be the result. Of course such a medicated water could be made clear again by subjecting it to the temperature at which it was originally made.

TINCTURES AND FLUIDEXTRACTS.

The exposure of tinctures to varying temperatures was equally unwise. Who has not, observed Professor Caspari, seen a row of tincture bottles subjected on the top shelf of a pharmacy to a temperature 20 degrees higher than that at which they were made? Under such circumstances the evaporation of alcohol slowly takes place, and precipitation on the sides and bottom of the bottle is an inevitable result.

So it is with fluidextracts. Many of these, exposed to light and heat, will throw their astringent principles out of solution. Light, indeed, is often as detrimental as extremes of temperature. The direct rays of the sun should never be permitted to strike any galenical. Of course the resulting matter precipitated is usually inert, but it nevertheless results in an unsightly and undesirable preparation.

SYRUPS.

The preservation of syrups is a particularly important question. Often they have to be thrown away because imperfectly conserved. Professor Caspari thought that every store ought to have a dumb-waiter behind the prescription case: during the hot summer months the syrups and ointments

could be kept upon this and lowered into the basement, being pulled up whenever any particular product was needed.

No syrup should ever be put into a bottle until the latter has been rendered thoroughly clean. It is not sufficient merely to rinse it out with water. Fungous growths often accumulate on the inner surface and are apparent only upon close examination. The container should be thoroughly washed with hot water and a little lye, being dried carefully afterwards. It is important to dry the bottle for the reason that if any water is left in it, it will dilute the top layer of the syrup, gradually causing that change in specific gravity which makes for decomposition, and this change progresses slowly down through the entire bottle.

OINTMENTS.

Particular care should be exercised in preventing ointments from being subjected to high temperature. If they melt and afterwards congeal, and go through this process again and again, some of their ingredients are thrown out of solution and the character of the ointment is more or less radically changed. The ordinary shelf ointment jar is entirely unsuited for use. Porcelain, not being entirely impervious, gradually gets contaminated, with the result that new ointments, placed in old porcelain jars, are subjected to deteriorating influences and become rancid. Glass jars are better, but they are open to the objection that they break too easily. The best thing is the so-called French ointment jar. These cost ten or twelve dollars a dozen for the one-pound size, but they justify the expense. They are absolutely impervious to fats. When once thoroughly cleaned, a new ointment may be put into them with the assurance that no rancidity will be caused by the contaminating influence of the jar.

An ointment jar should be thoroughly cleansed before a new batch of ointment is placed in it. It should be washed with hot lye and dried. Moisture and heat are bad agencies for ointments, declared Professor Caspari, and a cool and dry temperature furnishes the best environment for them.

COMMENTS.

Rising to comment on Professor Caspari's remarks, Albert E. Ebert made the point that ointments in jars should always be kept level on the top. He was taught during his apprenticeship days to take the ointment from the side of the jar and not the center, thus preserving an even surface to the air. A lifetime of experience had taught him the wisdom of this practice.

Frederick A. Seaman remarked, with reference to syrups, that he always used cut loaf sugar in their preparation and that he had very little trouble in keeping them. To this Professor Caspari replied that while cut loaf sugar was unquestionably desirable, it had the objection of being awkward in shape. Furthermore, there was no difficulty nowadays in getting pure granulated sugar if the pharmacist ordered it of his drug jobber and insisted upon the proper article.

PROFESSOR HALLBERG'S VIEWS.

Prof. C. S. N. Hallberg, of the Chicago College of Pharmacy, went over the ground covered by Professor Caspari with considerable thoroughness. Taking up first the subject of syrups, he declared that there were only three which ought ever to be kept in the customary glass syrup bottles. These were simple syrup and the syrups of tolu and ginger. All other syrups should be kept in bottles with ordinary corks and should be placed in a cool, not a cold, place. It was important, too, that the dispensing bottles be kept well filled, in order, presumably, that there would be little opportunity for contact with air.

KEEP FLUIDEXTRACTS IN ORIGINAL CONTAINERS.

No fluidextracts, declared Professor Hallberg, should ever be placed in the customary glass-stoppered shelf bottles—not that these bottles themselves are so undesirable, but they lead to the unfortunate practice of pouring in a new lot of fluid-extract on top of the remnants of an old lot in the

bottom of the bottle. Two lots of a given fluid-extract should never be mixed in this way. There is a gradual evaporation of the alcohol in a fluid-extract which has stood for some time, and mixture with a new lot therefore causes a change of menstruum and results in precipitation. It is better for several reasons to keep fluidextracts in the bottles from which they come from the manufacturers, and to have them upon the shelves in the rear room where the temperature is uniform.

Volatile oils should be put in a dark closet away from the light. They should be kept in the corked containers in which they come from the dealer.

Fixed oils, fats and ointments should be kept in an ice chest, and Professor Hallberg expressed surprise that the modern pharmacist, having in his soda fountain such an elaborate refrigerator, should not more generally provide some adequate means of keeping his ointments and the like. As for cleansing ointment jars preparatory to putting in a new lot, Professor Hallberg took issue with Professor Caspari. He did not believe it necessary to scald the jar with hot lye. He had found that terebinthinated sawdust was the most satisfactory cleansing agent: if any odor of turpentine remained, the jar could be cleaned again with plain sawdust.

SOME DIFFERENCES OF OPINION.

Professor Caspari disagreed with Professor Hallberg regarding the use of terebinthinated sawdust. He thought it would be difficult to get rid of the turpentine odor and that the use of turpentine would be objectionable generally. What rational objection, he asked, could be made to the cleansing of the ointment jar with a hot solution of lye?

As to the use of bottles with ordinary corks for the preservation of volatile oils, Professor Caspari disagreed again with his critic. A glass-stoppered bottle would exclude the air better, and furthermore, some oils attack the ordinary corks. Neither was it necessary to place volatile oils in a dark closet; green bottles, he said, afforded just as much protection from the light.



SELECTIONS.

THE PROCTER MEMORIAL.

My interest in the movement to memorialize the life and work of Prof. Wm. Procter, Jr., said Henry Kraemer in a paper read before the Pennsylvania Pharmaceutical Association, dates from the Put-in-Bay meeting of the American Pharmaceutical Association in 1899. When we were on the boat going to Cleveland, Mr. Ebert came up to me and said: "Kraemer, I have something on my mind that I want to tell you and have you think about. Several years ago, when Professor Trimble was alive, I mentioned to him the fact that the younger generation were forgetting the great work that was done for American pharmacy by Professor Procter, and said that I hoped something could be done to revive his memory. Trimble is gone, and I thought I would speak of this to you, as his successor on the *American Journal of Pharmacy*, where Procter did so much of his best work."

Since that time I have taken special pains to look into the career of Professor Procter, and find that in addition to his accomplishments as the most representative American pharmacist, he was universally esteemed not only by his associates and colleagues, but by all those who came in contact with him. His claim to rank as the most representative pharmacist that America has yet produced rests upon these things: He was a retail pharmacist, a teacher of pharmacy, an investigator and writer on pharmaceutical subjects, editor of a pharmaceutical journal, one of the founders of the American Pharmaceutical Association, member of the Revision Committee of the U. S. Pharmacopœia, and author of text-books on pharmacy. At the time of his death, in 1874, it was said of him that "for a period of thirty-seven years his labors had aimed at raising the status of pharmacy, and have been of such importance and lasting value that the deceased may justly be regarded as the Father of American pharmacy."

This was the estimate of him at the time of his death, and after the lapse of thirty years this sentiment still survives. We need not wonder then that a movement has been started to memorialize Procter and the ideals for which he stood. There is no profession, science or art but what is imbued with certain ideals and standards of attainment, and sooner or later gives concrete expression to them. It ought then to be a source of gratification to the pharmacists of this country to engage in an undertaking

which will perpetuate the ideals of one of its great leaders.

Happily there has never been any question as to the desirability of honoring Procter. There has, however, been considerable discussion as to the form which the memorial should take. After considering the matter in all its bearings, the erection of a bronze statue of Procter in the Smithsonian grounds at Washington has been decided upon as the most feasible under present conditions. This decision I consider rather fortunate, as the unveiling of a monument, with its attendant ceremonies, will not only help the members of our profession, but would also attract the attention of the public in such a way as to cause them to take a more active interest in furnishing means for the development of the science and art of pharmacy. I doubt not that the standards of pharmacy will be raised in this country by a concerted effort of pharmacists to perpetuate the ideals for which Procter stood.

ADVERTISING A VILLAGE STORE.

I consider advertising necessary, and I like to write ads.—there's no use denying that. Some of my ads. sell goods, some do not seem to, but *I keep at it*. Don't forget that—*keep at it*. The windows of a store are said to be its index, and they are the best and most economical form of advertising for any merchant. I change the display of goods in my windows *every* week, and sometimes more often. Nearly always have a sign—printed or written—and prices on the goods. One kind of goods if I have enough; if not, something related to the main idea. People will stop to read a written sign when something more elaborate will not arrest their attention. A written announcement has individuality—the common set phrases are printed. Sometimes my window display sells goods at once, but whether it does or not the window is cleaned and a new show is given.

The English language gets some pretty hard strains in some newspaper ads. It's no place for oratory or dictionary effect in calling people to your store. An article for sale has about three points of interest—how good it is, the price, and the place to get it; that's all. This is possibly cold and unromantic, but full of business. Have something to say—then say it—then stop. Talk about one thing, boil down what you think is necessary to tell, then stop. Don't repeat ideas. Be direct, short, pointed

I use two papers, one the local village paper, the other is the *Detroit Courier*, a county paper having a large circulation among the farmers. I write new ads. *every* week, 104 ads. each year, no two alike. I usually have a quantity of cardboard cut about postal size for reproducing the best of my local ads., 500 at a printing, for counter distribution and mailing. Nearly every package that goes from the store carries a piece of advertising, carries it free, and carries it *right into the home*. I sell magazines; in each one I place a card, booklet, or something that will go with the buyer. In this way I have a large space in all the magazines without charge. This is also continuous—*keep at it*. Tell the truth in all advertising. It may take more religion to hold a man level when writing copy than it does to make him shout at camp-meeting; but never mind, tell the truth.

I sell school books and school supplies; upon every tablet goes my rubber stamp, and with all school-books a good cover with my ad. on the outside. Blotters are used all the time in books and box papers, are given to teachers and pupils, and are placed in packages.

Coin envelopes are used for small parcels: each one has copy calling, *calling*, CALLING attention to something I wish the other fellow to have. If advertising matter accumulates I do up three or four pieces in a rubber band and distribute them from house to house, or place them in farmers' wagons, or put them in envelopes and send to my mailing list—and *keep at it*.

I have some good specialties: Raymo's White Pine Cough Balsam, Little Liver Pills, Matchless Headache Cure, Salicylic Corn Cure, Bronchial Lozenges, and a few others, all good sellers, made so by having a good article and repeatedly telling of it. These items are the best sellers in their respective lines that I have. If you will read some of my claims for these goods you will see no extravagant statements. It pays to be truthful. If you don't tell the truth in your ads. some one will do it for you, and it won't sound quite so good then. If your goods are a little better than you say they are, if you do a little more than you promise, you will not be asked for any retractions, or charged with making unfounded statements.

Customers must have confidence in a store if they are held. Confidence is based upon character, and that is of slow growth and easily destroyed. The building of a good name for a business is the work of years. *Persistence* is the watchword. *Keep at it*

through the heat and through the cold, through the shine and through the shadow, whether climbing towards the summit of life, or descending the western slope, striving always to give a "square deal," and though you may not—probably will not—become a millionaire, you will be a successful man.—OWEN RAYMO, of Wayne, Michigan, before the Michigan Pharmaceutical Association.

WHAT A MAN THINKS OF WOMEN IN PHARMACY.

The experience of our firm in employing women as assistants, in the dispensing, office, and sales departments, has been most satisfactory; in fact, at times it has seemed that we could not well have run our business without them. The well-known scarcity of good drug clerks, as well as clerks in every other line, has naturally and most tardily turned the attention of employers to the army of capable young women who wish to become self-supporting. There still exists in many quarters a prejudice against the employment of women in any capacity, but this feeling is found generally with those who have had no experience with them. We have found that as regards the physical capacity of women to stand the reasonable requirements of pharmacy, woman compares favorably with man; and as to accuracy, reliability, and loyalty she is fully his equal.

At the present time we have one woman prescription clerk, who is both a graduate in pharmacy and a licentiate of the State board. She has been with us for a number of years, and her work compares favorably with that of any male clerk. Our book-keeper is a woman. She has held the position with great satisfaction to ourselves, and has not only mastered the correct copying of names, addresses, and amounts, but has proved herself capable of taking up the burden of bookkeeping with all that it implies, and has also, in quite a degree, mastered the matter of prices and technical names, as well as keeping in touch with the credit of our numerous patrons.

In our store the duties of our stenographer include the opening of the mail, the entry of credits for remittances, the mailing of receipts for same, the daily making up of the bank deposit and taking it to the bank, and many other duties which in many stores are performed by one of the proprietors.

As saleswomen at the counter, our experience has been equally gratifying. Some of our most popular clerks are young ladies, and we notice that the sales-

tickets they turn in at night foot up nearly as much as those of our very best salesmen. One of our saleswomen has been with us eight years, and she looks happy.

At our warehouse and laboratory, which are near the store, a woman has charge of the plant, receiving all goods and checking the invoices, as well as being accountable for the condition of the stock as to cleanliness and order. The morning cashier arrives promptly at 7 o'clock, and carries the key to the store, leaving at 6 in the evening, while the afternoon and evening cashier arrives at 12.45, carries a key, and closes the store at 11.30.

We do not wish to make the statement that women on the whole are more accurate, more tidy, more reliable, or more honest than men, but we are positive in the statement that as many accurate, reliable, honest, and capable ones can be found, and that, generally speaking, there is quite a difference in a woman's favor in reliability and steadiness. A most frequent fatality which seems to overtake young women is getting married, but we are sure that no gallant member of the male sex will complain at this.—CHAS. R. SHERMAN, quoted in a paper by Charlotte E. Stimson, Ph.G., read before the A. Ph. A.

THE CONSUMPTION OF DRUGS.

Since there are many who believe the use and misuse of medicines to be growing rapidly less, it may be well, at the very outstart, to prove the importance of this discussion and forcibly impress this importance upon all who are interested in the promotion of better health conditions. In this country the values of "druggists' preparations, not including prescriptions," increased from \$6,659,797 in 1890 to \$23,192,789 in 1900, or nearly 300 per cent, while the increase in population was from 62,622,250 in 1890 to 76,303,250 in 1900, or but 22 per cent. The value of chemicals (not all used for medicines, of course) increased from \$38,640,458 in 1880 to \$62,676,730 in 1900. The importation of cinchona bark alone, in 1896, was 2,699,730 pounds, and in 1905 was 4,251,169 pounds. The importation of opium—not all, it is hoped, used by habitués—was 365,514 pounds in 1896, against 594,680 pounds in 1905; and this, in both instances, was exclusive of large quantities of smoking opium and opium below a possible medicinal standard.

It may be worth stating, as, in a measure, showing that America is not singular in its drug-taking

habit, that the exportation of "chemicals, drugs, dyes, and medicines from this country has increased from \$9,063,338 in 1896 to \$18,321,974 for the fiscal year ending June 30, 1906." Of these sums, \$2,479,500 and \$4,911,005, respectively, were the values of "patent or proprietary medicines."

While the use of proprietaries by physicians is not altogether new, it had, however, hardly begun fifty or sixty years ago, but its gradual, rather rapid increase since then is shown by the results obtained from an examination of one thousand prescriptions in 1859, one thousand in 1879, and the same numbers in 1899 and 1905 respectively. The percentage of proprietaries presented in those different periods were, in order: 1/10 per cent (1 in 1000), 8 per cent, 18 per cent, and 21 per cent.

The figures fortunately were compiled, consistently, by one person and came from the same location, where were the same class of physicians and patients throughout all the different periods, periods previous to the agitation, lately prevailing, and still active. An examination of two series of five hundred consecutive prescriptions showed 21 per cent of proprietaries in 1905, and 18 per cent in 1906—a decrease of 3 per cent. It seems only fair to state that in these prescriptions proprietaries did not always appear alone, but in a large number of cases were in combination or were used as vehicles. The frequent use of proprietaries, as vehicles pure and simple, is significant and should make its impress upon those in charge of the revision of the Pharmacopœia and the Formulary.

The reliability and consistent relationship of these figures is interestingly confirmed by an examination of the same number of consecutive prescriptions written in 1904 on the files of another store, then located several blocks away, and where different customers and many different physicians were concerned. Here, it appears, about the same percentage of proprietaries were used, 19 per cent, and about the same conditions regarding combinations and vehicles prevailed, but the percentage of physicians *not* using proprietaries at all was larger, 72 per cent, as compared with 57 per cent and 64 per cent respectively in 1905 and 1906 at the other pharmacy. It may be interesting to learn that 125, 115 and 107 were the respective numbers of different physicians writing the several series of 500 each.—Portions of a paper read by HENRY P. HYNSON before the local medical society in Baltimore.

PERSONAL.

MR. J. P. REYMOND.

Mr. Reymond's portrait will be recognized by nearly every jobber and retailer in the territory contiguous to Kansas City. For 16 years he has been manager of the Kansas City branch of Parke, Davis & Co., and he has not failed to impress his personality upon the drug trade of the section.

A man of affable and hearty spirit, and sincerely interested in the organized life of druggists, Mr. Reymond has attended many local and State meetings and made himself popular and useful. Often he has delivered lectures of unusual profit. He is an observing traveler, an enthusiastic photographer, a cultivated and discriminating reader, and this



MR. REYMOND.

combination of qualities has made his stereopticon lectures measure up to a high standard of instruction and entertainment. Sometimes a little-known region of the country has been the subject, and at other times scientific subjects have been discussed.

Mr. Reymond is a good after-dinner speaker, and is frequently in demand at druggists' banquets. In moments of leisure he has been known to play Boston pool—and may the gods protect his opponent! As for his success in handling the Kansas City branch of Parke, Davis & Co., it may suffice to say that while Mr. Reymond inherited a small stock of goods and one stenographer, he now requires a large force of assistants, special workers, and clerks, and a building of considerable dimensions.

LETTERS.

DR. RUSBY SATIRIZES THE WALL-TAYLOR DEBATE.

To the Editors:

It was an act of great cruelty on your part to print Dr. Taylor's article in the December BULLETIN in immediate juxtaposition to the one by Professor Wall, parts of the two being actually on the same page. Nature never contemplated any such disposition of the Professor's paper. There are certain shades of color which are very beautiful and pleasing when viewed by themselves or when placed beside others with which they "go," but the effects of which are absolutely ruined when they are brought into view at precisely the same instant with certain others.

Had you kept these thoughts in mind, you would surely never have so grossly violated all the laws of harmony as to bring together subjects so greatly lacking in compatibility as the sets of figures of these two contributors. Professor Wall's figures owed their chief charm—one might even say their entire value—to the very judicious selection which the author made from among the large number that were available to him in the pages of the New York State Reports, and it was simply shocking to have them brought into immediate contact with others so strikingly different as were those which Dr. Taylor found in the same records!

If anything could heighten your offense against the placidity of mathematics, however, it would be the fact that you accepted the figures of Dr. Taylor from a gentleman who, as we have been told by Professor Wall, "knew so little of what he was talking about" that he had to "deduce from imaginary data," and who also "blatherskites" (!) "because he cannot muster up courage to tell the truth." One might go even farther, and say that, unlike another, he could not muster up bravado enough to make a bold selection from among a lot of figures! This same gentleman, moreover, is "pitifully ignorant of the real conditions in his own State." Fortunately, however, he was not quite so guilty as possible, because Professor Wall himself has "charitably construed" his talk to have been "hot air and buncombe rather than wilful falsification of facts." The word actually used at that point was "facts," but possibly the word "figures" would now fit in as well.

I regret, Mr. Editor, to feel obliged to multiply

charges against you, but it requires one more to complete your list of offenses. You deliberately allowed a man who is fully conversant with educational affairs in Germany to reply to statements innocently and conscientiously made by one who, living in a remote portion of the central United States, could not reasonably have been held to a strict accountability for some very slight and trifling errors. Let us hope that a journal that has always been such a shining light as has the BULLETIN will never again pursue a course that must, in the nature of the case, tend to bring on violent reactions between the elements.

H. H. RUSBY.

New York City, Dec. 13, 1906.

A MECHANICAL WINDOW ARRANGEMENT.

To the Editors:

For some time past I have read with great interest the different articles on window displays written by BULLETIN subscribers, and I feel that I have not thus far done my share in contributing knowledge on that subject.

I will endeavor to describe a very unique, yet attractive, display which we recently had in our window.

I find that anything mechanical in a window causes the "hurrying pedestrian" to stop and look, consequently an occasional display of this kind is more desirable than one that attracts little or no attention.

The object of the display was to advertise certain drugs which were staple and appropriate for that time of the year.

There was nothing in the window but the smiling Sanitol tooth-powder girl, with whom you all are acquainted, and the mechanical arrangement back of it.

In the picture, near the girl's hand, we cut a triangular hole about 6 inches long. Above this we made another cut, and pasted over it a thin piece of paper on which we printed "Do You Need Any of These Drugs?"

Now for the mechanical part of the display: we constructed a circular piece of cardboard into a series of signs (advertising the following drugs: sulphur, alum, ammonia, witch-hazel, glycerin, bay rum, and many others) by cutting out a triangular piece of the cardboard for each drug advertised, and

by gluing on different colored papers on which were neatly printed the signs with pen and ink.

These signs were made to revolve by means of an axle (running through the center of the cardboard), and the works of an old clock were utilized to supply the motive power, the second-hand performing the task by continually turning a small crank which was fastened to the axle. You will see from this description that only one drug could be seen through the triangular opening in the picture at a time, and furthermore that sixty seconds had to elapse before the repetition of the same drug. The circular cardboard revolved in such a manner that the spectator could read the different names with ease, and yet not so slow that it became monotonous to wait until the entire list of drugs on the different colored papers had presented themselves.

For two weeks, day and night, the faithful little second-hand tugged away untiringly at the crank (almost human in its actions), asking the people this question: "Do you Need any of these Drugs: Alum, Sulphur, etc.?"

The prettiest part of this display exhibited itself at night, when we placed a lamp behind the circular cardboard. The different colors showed up beautifully and could be seen a block away. It is needless to state here that this window was the talk of the town, besides receiving favorable comment in one of our local papers, which alone was an excellent "ad."

We sold the goods, too!

THEODORE B. WETTSTEIN.

Green Bay, Wis.

TWO PRACTICAL FORMULAS.

To the Editors:

Enclosed find timely formulas for a cold cream and a massage cream, which no doubt will be of interest and worth to your readers, as I see frequent inquiries for such articles in your journal.

A COLD CREAM.

The formula I use for making the cold cream is as follows, and I want to say this for it, that it can't be beat! I have bought a great many different makes of cold cream, but this one has them all "skinned." It does not turn rancid, fall down, or change color, and is not excessively greasy like some I have seen. Nor does it get granular, but remains permanently smooth.

White wax10 ounces.
 Paraffin10 ounces.
 White oil (must be water-white) ..54 ounces.
 Cacao butter 4 ounces.
 Borax 1 ounce.
 Water20 ounces.
 Perfume, q. s.

Add the wax, paraffin, and cacao butter to the white oil and heat the mixture. Do not get it too hot. When all is fluid pour into an ario-emulsifier, and then add, all at once, the water, hot, in which the borax has been dissolved, mix in the perfume, and work vigorously. The product is a snow-white cold cream, as stated above. Pour into pots while still fluid.

MASSAGE CREAM.

The massage cream is made as follows:

Milk (skimmed free from fat).....2 gallons.
 Powdered borax1 ounce.
 Boric acid1½ ounces.
 Alum, pulverized4 ounces.
 Carmine coloring, q. s.
 Perfume, q. s.

Some druggists add a small amount of 40-per-cent solution of formaldehyde as a preservative, since preparations of casein or cheese will at times decompose, and when it does it smells to high heaven.

Dissolve the borax, acid, alum, coloring, and perfume in some water, add to the milk, and set on a fire, being careful not to burn or scald the milk. After the casein is precipitated, or the whey shows clear, strain through cheese-cloth. Do not let it get too dry. Then put in the ario-emulsifier and beat up. This fluffs it up, breaks all the granular particles of casein, and makes a beautifully smooth cream. If too thick, a small quantity of boiled water can be added, and the whole can then be beaten or whipped again in the machine.

I also make an emulsion of cod-liver oil which our doctors prescribe. It is made in the same machine. It is a permanent emulsion, and in fact it could not be made by the usual method in a mortar. By way of information to those who might want to try this machine I would say that they can write to the manufacturer, Herbert Dent, Grafton, W. Va. It is a small, compact affair worked by hand power. I also use it for making petroleum emulsions, liniments, etc.

Hoping the formulas will be of some value to your readers, I am, Yours very sincerely,

H. C. FUELLER.

Grafton, W. Va.

SOME MORE CARNEGIE SPELLING.

To the Editors:

I am enclosing two orders which may seem appropriate for your curio column. The first will be readily seen to call for pennyroyal pills. The

*Pennyroyal Pills
 please send Directly*

*10 cent vort
 Kabooligases
 to mrs
 anderson*

second, calling for "kaboolgasett," was a sticker for a considerable time. After some effort and inquiry, however, I found that carbolic acid was desired.

GEORGE A. ANTHONY.

Kewanee, Ill.

HUMAN VAGARIES.

To the Editors:

The human ear is a strange instrument. It interprets sounds with peculiar results. Note the enclosed order for antikamnia tablets.

*15¢ of Auntie Campbell's
 Tablets*

RICHARD W. REID.

Brooklyn, N. Y.

AN EXPERIENCE OF 33 YEARS.

To the Editors:

I have been over thirty-three years in the drug business. I have taken nearly all the journals published for the profession, but I like the BULLETIN OF PHARMACY better than any of the others. We learn something from every number. Long live the BULLETIN!

G. W. STRINGER.

Detroit, Mich.

BUSINESS HINTS.

A Unique Brush Case.—

J. L. Wallace, president of the Michigan Pharmaceutical Association, described at the last meeting a case which he had originated for the display and storage of hair brushes. It is shown in the accompanying illustration. The case represents a readaption of a wall case originally used for homeopathic goods. Removing all the shelves Mr. Wallace had a space 43 inches wide and 49 high; having lined the back with green felt, eight shelves were made from half-inch stuff, four or five inches wide, a molding one and one-quarter inches wide being nailed to the front edges. Covering the shelves



with the same felt, they were placed in the case, the four narrow ones at the bottom, and the four wider shelves at the top, spacing them to suit convenience. The object of narrow shelves is that the handles, projecting over the front, can be more readily manipulated. The upper shelves may be inclined and used to display military and cloth brushes.

In the absence of a special case, Mr. Wallace suggested that one could remove the tincture bottles from a section of shelving and fit the opening with doors. He had put three sections of bottles into the side room, and now used this most valuable space for displaying toilet waters, writing tablets, and toilet preparations.

A Good Cigar Ad.—

The druggists of the large cities bear no love for the United Cigar Stores Company, but this should not deter them from borrowing ideas or advertisements from the concern when they are really meritorious. The advertisement shown in the accompanying illustration was recently clipped from a Detroit newspaper, and it strikes us as being admirable. Druggists elsewhere might well use it with such changes as would be necessary to fit their particular cases. The original ad. occupied a quarter page of newspaper space. Now it is manifest that an ad. of this kind, breeding conviction

The UNITED Shield is the sign of "a square deal" in cigar buying.



Wherever you find the UNITED Shield you are sure of your money's worth.

To get a good cigar—to have it fit the taste exactly—to have it the same the next time and the next—that's what you really want, is it not? Given half a chance we are sure we can find exactly the cigar you want and you can depend on the quality year in and year out. That's how we build our business—that's what has given us command of the retail trade in forty of the principal cities of the country.

Selected as an example:

The BENEFACITOR CIGAR

(The New Superior Size)

5 CENTS EACH.
\$2.50 BOX OF 50.
\$5 PER 100.

Filled with a fine quality of Havana tobacco exclusively. Wrapped with genuine Sumatra and rolled by hand. One of the cigars that has built our big business—there's no other such Domestic cigar at anywhere near the price.



**UNITED
CIGAR STORES
COMPANY**

27 Broadway, New York 145 Broadway, New York
100 N. La Salle, Chicago 100 N. La Salle, Chicago



tion in the quality of the goods, must be backed up by the goods themselves. Just as a matter of curiosity, therefore, we went into a United Cigar Store in Detroit and purchased one of the Benefactor cigars. We wanted to satisfy ourselves whether the advertisement was simply a specimen of "hot air," and whether a large concern like this could afford to indulge in trade boomerangs. We found the cigar a good one and well calculated to enforce the point of the advertisement. Whether the United Cigar Stores Company limits itself to advertising only its best goods, simply using them as leaders to draw general trade, we are not prepared to say.

Special Sales.—

"Few drug stores run bargain counters or special sales," remarks *The Spatula*. "It may be that druggists feel that it is beneath their dignity to dabble in department store methods, or it may be that the pharmaceutical mind is lacking in such business acumen as makes a success of the most pushing of the modern methods of merchandizing. Be that as it may, special sales are of enormous value as trade bringers, and can be used by the smallest drug stores as well as by the largest department establishment. A plan which may be made to work very satisfactorily is that of selecting some staple article a little out of your regular line and featuring it for a week at less than cost. Advertise a series of special sales. Announce in advance of each weekly sale that during the following week you will sell, beginning at such a time, a regular 50-cent brand of playing cards for 25 cents per pack;

a regular 25-cent picture frame for 10 cents; a regular 25-cent note-paper for 10 cents or even 5 cents. Choose in each case some article which will not conflict with your regular line, but which has a standard value, so that the bargain will be recognized at once. Get a lot of Gibson or Christy pictures already framed, costing you perhaps 33 cents each. Put fifty of them on sale at 25 cents each. Display them in the windows for a few days before you sell them with the announcement of the hour when they will first be for sale—to customers only, meaning any one who will make any other purchase. Follow up plans like this and you will find that bargain selling is a profitable form of advertising even for a druggist."

Apropos of Hot-water Bottles.—

The following newspaper advertisement regarding hot-water bottles was recently used by E. J. Hirschy, the druggist in Kewanee, Illinois:

DON'T SWEAR OFF

buying hot-water bottles just because one went wrong. Maybe you bought the wrong kind. The kind we sell we guarantee. If they go wrong we give you another.

OUR COMBINATION

Hot-water Bottle and Fountain Syringe

costs one-third less than the two and serves the purpose of both. Remember this when buying.

HIRSCHY

The Druggist.

Some More of Axt's Advertisements.—

We have on several occasions printed specimen advertisements in this department of the Axt Drug Co., of Fort Madison, Iowa. Here are three new ones:

<p><i>Axt says</i></p> <p>More people are using AXT'S COUGH CURE and being satisfied with its cures than with any other medicine. 10, 25 and 50c bottles. Don't help you, money back.</p> <p><i>Axt says</i></p>	<p><i>Axt says</i></p> <p>There are no idle words in our Cough Cure guarantee. We mean every word in says Axt's Cough Cure is the best we know how to make. We could not make it any better if we charged a dollar for it. We have made it for 16 years. Try a bottle. If not satisfied, money back. 25 & 50c.</p> <p><i>Axt says</i></p>	<p><i>Axt says</i></p> <p>More people are using AXT'S COUGH CURE and being satisfied with its cures than with any other medicine. 10, 25 and 50c bottles. Don't help you, money back.</p> <p><i>Axt says</i></p> <p>Second and Market.</p>
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From a Pharmacist in Australasia.—

Mr. George R. Hamilton, of Los Angeles, has been kind enough to send in to the BULLETIN the following letter addressed to him from a reader of this journal in far-off Tasmania:

DEAR SIR:

I notice in a recent issue of the BULLETIN OF PHARMACY an advertisement of yours culled from your "hot weather booklet." I like it much, as it lacks a good deal of the flapdoodle of the general run of ads. issued in the United States.

I would appreciate very much your sending me that particular booklet and any others that you can spare. In reciprocation I am enclosing several of my own ads. They are not original—not by a jugful! Time is too precious a commodity to spend altogether in devising advertisements, but these specimens are entirely mine in construction. I envy you the run of such admirable printing as you have in the United States.

This little town of 33,000 is almost at the antipodes from you, and if repute does not err, you Tasmanians must hunger to meet the man who invented work and who spoiled your dalliance in fruit gardens. We grow apples, raspberries, peaches, cherries, and potatoes to perfection, but we have the reputation of being very easy-going—"slowbart" they call us on the mainland. Tasmania itself is a little island of 179,000 people, divided from the Australian mainland by twelve hours' steam. Tasmania is the summer resort and garden of Australasia.

T. P. DAVERN.

Hobart, Tasmania.

A Voting Plan.—

In this department of the November BULLETIN we described a voting scheme which had been designed the year before by Minor E. Keyes, the Detroit druggist. It was intended particularly for the development of the Christmas business during December, but with modifications it is adapted to almost any other season of the year. It is gratifying to know that a number of our readers, scattered throughout the country, adopted the plan last month for the increase of their holiday trade. As we write we have before us, for instance, the circular and voting card used by George A. Bunting, 6 W. North Avenue, Baltimore, Md. Mr. Bunting used the Keyes circular with only those modifications necessary to adapt it to his own business. We are always glad to point out instances where business plans and advertising methods, described in this department, are used by other readers. This is exactly what the department is for—make the most of it!

Using Pictures of the Store.—

Some months ago we printed engravings showing two views of the neat little pharmacy of Wallace & Bohn, located at the corner of Myrtle Street and Fourteenth Avenue in Detroit. Later on this firm borrowed the engravings from us, and at the time we did not know to just what use they were to be put. We have now received a neat little folder printed in brown. The engravings both appear therein, and there is a nice little talk about the store and its service. It occurs to us that it would not be a bad idea occasionally to use pictures of one's pharmacy in his advertising matter.

A Device for the Window.—

From C. B. Vance, an interested reader of the BULLETIN in Greystones, Ireland, we have received the following clipping:

In shop windows, streamers of ribbon have often been displayed with an electric fan motor, but a beautiful effect (says *Popular Electricity*) has been produced by placing two motors at the opposite lower corners of a large window and setting free some fifty gaily colored toy balloons in the window face. The balloons follow the air currents up and down, sweeping through long fascinating curves like huge bubbles, and a large crowd is drawn in this way to appreciate what the concern has for sale.

PRACTICAL PHARMACY.

Some Prescription Difficulties.—

William F. Kaemmerer, in a paper read at the last annual meeting of the Ohio Pharmaceutical Association, told how he had dispensed a number of difficult prescriptions received by him in the regular course of trade. A few of the prescriptions were as follows:

Potassium iodide3ij.
Simple ointment3j.

Mix.

He dissolved 2 drachms of potassium iodide and 10 grains of hyposulphite of soda in a little water, mixed this with 2 drachms of anhydrous lanolin, and then with 6 drachms of simple ointment.

Urotropin3ij.

Divide into sixteen powders.

As a general rule where we have a crystalline substance to be divided into powders the crystals should be first reduced to a fine powder. There are, however, certain exceptions to this rule. In this instance the urotropin was dispensed without first reducing it to a powder.

Sodium iodide,
Powdered guaiacāā 3j.
Tincture of colchicum3ij.
Cinnamon water,
Simple syrup āā q. s. ad 3vj.

Mix.

He triturated the powdered guaiac with 1 drachm of powdered gum arabic before adding the cinnamon water.

Quinina sulphatisgr. xxx.
Strychnina sulph.gr. ss.
Acid. hydrochloric, dil.
Tinct. cardamom comp.āā 3iiss.
Aqua destillat.q. s. ad 3iv.

Mix and filter.

This when filtered through white filter-paper remains perfectly clear. If you try to hurry matters by filtering through cotton a considerable precipitate will form within a day.

Mr. Cohn's Percentage-solution Table Again.—

In this department of the BULLETIN last month we presented Mr. Cohn's percentage-solution table in what we thought was its perfected form. Several errors in the original version had been corrected. Mr. Cohn now writes us, however, that he has gone over the table with great care and thoroughness, and has found two or three additional mistakes. These have now been corrected, and the table is herewith presented again, with the assurance of its author that it is absolutely correct:

Quantity of solution to be made.	GRAINS OF SALT OR DRUG REQUIRED TO MAKE SOLUTIONS OF PERCENTAGE STRENGTH INDICATED.																		
	0.5%	1%	2%	3%	4%	5%	6%	8%	10%	15%	20%	25%	50%	1:500	1:1000	1:2000	1:3000	1:4000	1:5000
½ fl. oz.	1.15	2.3	4.6	6.9	9.3	11.7	14.1	19	24	36.8	50.2	65	151.25	0.46	0.228	0.12	0.075	0.06	0.05
1 fl. oz.	2.3	4.6	9.2	13.9	18.6	23.4	28.2	37.9	47.9	73.5	100.3	130	302.5	0.91	0.456	0.23	0.15	0.12	0.09
2 fl. oz.	4.6	9.2	18.4	27.8	37.2	46.8	56.4	75.8	95.8	147	200.6	260	605	1.8	0.91	0.46	0.3	0.23	0.18
3 fl. oz.	6.9	13.8	27.6	41.7	55.8	70.2	84.6	113.7	143.7	220.5	301	390	907.5	2.7	1.37	0.68	0.46	0.34	0.27
4 fl. oz.	9.2	18.4	36.8	55.6	74.4	93.6	112.8	151.6	191.6	294	401.2	520	1210	3.64	1.82	0.91	0.61	0.46	0.36
5 fl. oz.	11.5	23	46	69.5	93	117	141	189.5	239.5	367.5	501.5	650	1512.5	4.55	2.28	1.14	0.76	0.57	0.46
6 fl. oz.	13.8	27.6	55.2	83.4	111.6	140.4	169.2	227.4	287.4	441	601.8	780	1815	5.46	2.74	1.37	0.91	0.68	0.55
8 fl. oz.	18.4	36.8	73.6	111.2	148.8	187.2	225.6	303.2	383.2	588	802.4	1040	2420	7.28	3.65	1.82	1.22	0.91	0.73
10 fl. oz.	23	46	92	139	187	234	282	379	479	735	1003	1300	3025	9.1	4.56	2.28	1.52	1.14	0.91
12 fl. oz.	27.5	55	110.4	166.8	223.2	280.8	338.4	454.8	574.8	882	1203.6	1560	3630	10.92	5.47	2.74	1.82	1.37	1.09
16 fl. oz.	36.7	73	147.2	222.4	297.6	374.4	451.2	606.4	766.4	1176	1604.8	2080	4840	14.56	7.3	3.65	2.43	1.82	1.46
32 fl. oz.	73.5	146	294.4	444.8	595.2	748.8	902.4	1212.8	1532.8	2352	3209.6	4160	9680	29.12	14.6	7.3	4.86	3.65	2.91

Aromatic Elixir.—

William G. Toplis, in a paper read before the Philadelphia College of Pharmacy, declared recently that the formula for the preparation of aromatic elixir was one of the greatest time-consumers in the Pharmacopœia. The continued filtration and refiltration of the product, particularly where considerable quantities are made, require the prolonged presence of material and apparatus upon the working table, often using space needed for other purposes. This needless sacrifice of time prompted Mr. Toplis to seek a short cut in the preparation that would make no sacrifice of its properties, yet expedite its manufacture. As a result of thought and experiment on the subject he submitted the following for consideration:

Take of

Purified talcum.....30 Gm.
Comp. sp. orange.....12 Cc.
Alcohol238 Cc.
Distilled water568 Cc.
Sugar375 Gm.

Mix the comp. sp. of orange with the purified talcum (personally he prefers magnesium carbonate). To this, in a mortar, add gradually the water and alcohol previously mixed after the manner of making medicated waters, transfer to a wetted filter, and when the filtrate has passed make it up with distilled water through the filter to measure 818 Cc.; then add the sugar and dissolve by agitation, or the sugar may be percolated with the filtrate if preferred. This method makes a clear, bright preparation, and it may be finished in about fifteen minutes up to the addition of the sugar.

The Absorbent Values of Ointment Bases.—

Prof. Francis Hemm, in a paper read before the Missouri Pharmaceutical Association, presented the following valuable table showing the amount of water absorbed by the various ointment bases:

Lard	100	parts..Water.	15	parts.
Benzoinated lard.....	100	parts..Water.	17	parts.
Lard, with 5% glycerin.....	100	parts..Water.	10	parts.
Lard, with 2% resin.....	100	parts..Water.	22	parts.
Lard, with 10% vaselin.....	100	parts..Water.	4	parts.
Ointment	100	parts..Water.	40	parts.
Cerate	100	parts..Water.	40	parts.
Spermaceti cerate	100	parts..Water.	30	parts.
Cold cream	100	parts..Water.	50	parts.
Petrolatum	100	parts..Water.	10	parts.
With 5% yellow wax.....	100	parts..Water.	65	parts.
Hydrous wool-fat lanolin.....	100	parts..Water	200	parts.
Anhydrous wool-fat	100	parts..Water.	300	parts.
Casein ointment	100	parts..Water, an indefinite amount.		

This table is one of considerable importance to the druggist in dispensing ointments.

Cleaning Cannabis Indica from Utensils.—

A graduate or mortar which has contained tincture or fluidextract of cannabis indica is ordinarily a very difficult thing to clean again. A pharmacist in Philadelphia tells the *Druggists Circular* that the use of a little sodium bicarbonate in the water successfully solves the problem.

BOTANY AND MATERIA MEDICA

Monthly review by OLIVER A. FARWELL,

Botanist of Parke, Davis & Co.

The Tomato, or Love-apple.—

This esculent fruit, a native of tropical America, has been used in times past as a medicament; but its reputation for culinary purposes is so great that its use as a therapeutic agent has been lost sight of. It was used chiefly in the treatment of "nurse's sore mouth," "canker," and other ulcerative affections of the mucous membranes of the mouth and other cavities. It was generally administered in the form of a fluidextract and given internally, as well as applied locally to the affected parts. The name is derived from the Mexican word "tomatl," meaning round. It was first named by Linnæus *Solanum Lycopersicum*, but is now separated as a distinct genus and known as *Lycopersicum esculentum* Miller. One of the common names of this fruit is "love-apple," a name applied to it because of the reputation it had of exciting tender and lascivious feelings. Like its near relative, the potato, *Solanum tuberosum* Lin., it had long been cultivated by the Indians of tropical America when Columbus discovered the New World, and shortly after was introduced into Europe.

A Generous Gift.—

The Economic Museum of the New York Botanical Gardens has been made the recipient of a rare and valuable gift from E. Merck & Co., of Darmstadt. The exhibit consists of over 400 items, representing various plant constituents, such as aromatic principles, alkaloids, glucosides, sugars, fats, starches, waxes, amaroids, acids, etc., and some rare principles that as yet have only been extracted experimentally for scientific research. Each exhibit is in a show vial of the hourglass variety, in which a very minute quantity is visible. Some of the alkaloids in this collection are so rare that they are worth \$5 a grain, and only two or three grains make up the exhibit. The collection was especially prepared at Darmstadt for the Gardens, and was imported purely for scientific purposes. Dr. H. H. Rusby, the curator of the Economic Museum, intends to place alongside each vial a large glass jar filled with the plant or crude drug from which the material was extracted.

Dried Milk of Pawpaw.—

According to *Consular Reports* dried pawpaw milk constitutes an important drug product of the Montserrat district of Spain. This industry during the past six years has been gradually but steadily increased and developed by the peasantry until it has become the largest direct form of monetary payment reaching them. The fruits are scored, and the milky juice exuding is collected and sold to dealers, being carried for miles to market.

[The pawpaw, *Carica Papaya* Lin., is a native of tropical America, extending into southern Florida; but it has become widely naturalized in other tropical or subtropical climes. Along the Gulf Coast and in the West Indies, we have no doubt, the collection of dried pawpaw milk could be developed into a paying industry.]

BOOKS.

GOLDWIN SMITH'S LATEST BOOK.

Our neighbors, the Canadians, have much to be proud of, but they can hardly rate too highly the eminent man who has for many years made his home in Toronto, whence he has sent forth a number of books, essays, and addresses worthy of the scholar and genius that he is. Prof. Goldwin Smith's latest book, "In Quest of Light," is now before us. It deals with many of the great questions which are of deepest concern to the thinking man—with the problems of church-going skepticism, the immortality of the soul, the present tendency of religious thought, the conflicting theories of life, religion and immortality, the origin of life, rational Christianity, justice hereafter. High thinking, unflinching devotion to the truth, perfect courage, great learning, terse, compact expression, and an austere elevation of style mark these brief essays in common with the author's more formal works.

The BULLETIN feels that it is doing its readers a great service in recommending very warmly the following among Prof. Goldwin Smith's published books; the others we have not read: Political Histories of the United States (1 vol.) and of the United Kingdom (2 vols.); Essays on Questions of the Day, Political and Social; Guesses at the Riddle of Existence; Irish History and the Irish Question. These are published by Macmillan & Co., New York and London, from whom complete lists of the author's works may be obtained.

A DRUGGIST'S DESK BOOK.

Ralph Walsh, M.D., Washington, D. C., has recently compiled what he calls "The Druggist's Desk Book and Dispenser's Guide." This little volume would prove helpful and useful to any pharmacist. Miscellaneous information of a practical sort is brought together in the form of tables—information which is usually scattered through various text and reference books, and which is accordingly found only with considerable difficulty when needed. Among other things, the "Desk Book" has a lengthy dose table, alphabetically arranged, of non-official remedies; a dose table of official remedies; a list of new remedies, with doses, medical properties, solubilities, and physical characteristics; a table of drug solubilities; a veterinary dose list; several pages of drug synonyms; poisons and their antidotes; specific gravities; percentage solutions, etc., etc. The book has some faults of typography and "make-up," but is nevertheless a practical and useful volume. It can be procured of the compiler.

THE AMERICAN ILLUSTRATED MEDICAL DICTIONARY.

The new (fourth) edition contains 2000 new words. This work, prepared by Dr. Dorland, supplies all the terms used in medicine, surgery, dentistry, pharmacy, chemistry, and kindred branches; it contains over one hundred new tables. The book is an octavo of 836 pages, bound in flexible morocco, and is profusely illustrated in black and white and in colors. The price is \$4.50, or thumb-indexed, \$5.00. The publishers are the W. B. Saunders Company, Philadelphia and London.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 21st of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

More Questions Anent the Food and Drugs Act.

D. P. A. asks: "Can the compound essence of vanillin of the National Formulary be sold for extract or essence of vanilla under the new food and drugs act? How should it be labeled to comply with the law?"

Practically this same query, received from another correspondent, was answered in the December BULLETIN. We refer you to it, and also to a comprehensive analysis of the food and drugs act, which you will find also in the December number. To answer your question briefly in this place, the compound essence of vanillin of the N. F. *can* be sold, but *not* as essence of vanilla. It must be sold under its proper name—the N. F. title. If this title is used, no other statement is necessary upon the label, since the content of alcohol does not have to be given in flavoring products.

"Malaga olive oil." We assume that this product is an oil prepared from the olives of Malaga, a Spanish province. Olive oil comes from several European states and sections, and no particular designation is necessary in any case so long as the product is pure. If, however, it be adulterated with cottonseed or peanut oil, the fact must be stated upon the label.

The Pest of Red Ants.

S. C. B.—Several articles discussing the extermination of red ants have appeared in this department of the BULLETIN during recent months. Consult the annual index in the December issue.

The nests of the ants in the walls of the house or beneath the flooring are often difficult to reach, yet the headquarters of the marauders must be located if permanent respite from their ravages is obtained. If the nest is in the wall it is often possible to locate it by following the workers back to their place of entrance. In this case they may sometimes be reached by injecting bisulphide of carbon. Kerosene can also be forced in through a long-necked can. If the trouble is in the floor it is sometimes possible to get to them by taking up a section of the flooring.

If their stronghold is a little hill near the foundations of the house a kettle of boiling water or kerosene poured in the opening will exterminate them. An abundance of cold water applied with the garden hose on a lawn will discourage permanent residence. Meanwhile invest in the purest, strongest Cayenne pepper you can find in the market. Sprinkle thoroughly on all pantry shelves near the edges or under the oil-cloth or paper covers. Before using the Cayenne scald the shelves with boiling water and wipe dry. This scalding and treating with Cayenne may have to be repeated several times before making an effectual clearance. Often the window sills

leading into pantry or dining-room from outside will be found in the track of travel and require the Cayenne treatment also. As a further discourager to entrance move your sugar box or barrel to a new place for a while. This seems to puzzle the invaders and balk their plans. Some housewives place saucers of kerosene under table legs, but this is apt to catch the skirts when moving about and is not advisable if any other means can be devised.

Lord Avebury, an authority on insects, doubts if there is any infallible cure for ants beyond trapping them or destroying their nests. For the former a moist sponge dipped in sugar or molasses makes an alluring trap. Twice a day, when full of ants, this is to be dropped in a bucket of boiling water.

Metal Polishes and Face Lotions.

S. & Co.—We are unable to give you a formula for the proprietary metal polish mentioned by you. We have no knowledge of its composition. Formulas for metal polishes, however, have been repeatedly printed in the BULLETIN. If, for instance, you will consult the index in the December issue you will find references to several products. Thus, something about metal polishes was said on page 173 in April and page 217 in May, while silver polishes were discussed on page 262 in June and 396 in September. Other references will also be found in the index. From the considerable number of formulas which are thus rendered available you will doubtless have no difficulty in finding one suited to your particular purposes.

The proprietary toilet preparation which you mention is a product of which we have no specific knowledge. Face lotions, like metal polishes, have been the subject of frequent comment in the BULLETIN. By consulting the annual index, and looking up such titles as "Lotions," "Hand Creams," "Face Lotions," "Toilet Creams," etc., you will have no difficulty in finding an assortment of recipes.

Silver Plating.

M. M. I.—You understand that silver plating cannot be done with the best of success unless performed by electrolytical processes. These, in the very nature of things, are beyond the scope and equipment of the druggist.

Small articles, however, may be coated with silver by dipping them first into a solution of common salt, and rubbing with a mixture of one part of precipitated chloride of silver, two parts of potassa alum, eight parts of common salt, and the same quantity of cream of tartar. The article is then washed and dried with a soft rag.

A liquid wash plating may be prepared as follows: Dissolve 1 ounce crystals of silver nitrate in 12 ounces soft water, then dissolve in the water 2 ounces potassium cyanide. Shake the whole together and let it stand until it becomes clear. Have ready some half-ounce vials and fill them half full of Paris white or fine whiting, and then fill up the bottles with the liquid, and it is ready for use. The silver coating is not as tenacious to the article as when electrolytically deposited. This is very poisonous and should be handled with great caution—if at all.

Solutions of Alkaloidal Salts.

Dr. O. C. K.—Solutions of alkaloidal salts like cocaine, atropine, or homatropine should be kept freshly made. If for any reason it becomes necessary to keep them for a considerable period, they will need to be preserved with some chemical like chloretone or boric acid. One-half of one per cent of chloretone would probably prove adequate for the purpose. It might be interesting to state in this connection, however, that some years ago Dr. A. B. Prescott expressed the opinion that solutions of alkaloids of the atropine group underwent a chemical change upon standing. Saponification took place. Of course a change of this kind would not be prevented by the use of a bactericidal preservative. The change is chemical, not bacterial.

Of course, distilled water should be used in the preparation of alkaloidal solutions. As to the quantity of alkaloid to be used, we would refer you to a percentage-solution table printed on page 522 of the BULLETIN for December.

Dental Anesthetics.

I. P. F.—We have no knowledge of the particular dental anesthetic mentioned by you. Ordinarily, however, dentists use cocaine solutions for the production of local anesthesia. Customarily the solution contains $\frac{1}{4}$ grain of the hydrochloride in 8 minims of water. Half of this is injected at the inside of the root of the tooth, and the rest into the outside, care being taken to get the needle of the syringe as near the socket as possible, and to allow the solution time for absorption. This time is at least three minutes. If the patient shows signs of cocaine poisoning, amyl nitrite should be inhaled, and a little brandy swallowed.

Of course you understand that preparations of this kind must be made with considerable care and used only by dentists, who are capable of meeting the emergency in case symptoms of cocaine poisoning develop.

Pharmacy Laws.

L. D. C.—Yes, Idaho, Arizona, and Indian Territory are all supplied with pharmacy laws. In fact, there is now a pharmacy law in every State and Territory in the United States proper, except that in Texas there are sectional or county laws instead of a single act covering the entire commonwealth. In New York and Pennsylvania the laws provide that the druggist must be a graduate in pharmacy, while this requirement has been adopted by the Board of Pharmacy in Wisconsin. Yes, medical laws are on the statute books of Idaho, Arizona, and Indian Territory. We can tell you nothing about the laws with respect to attorneys.

Precipitated Bismuth Citrate.

I. M. P.—Bismuth citrate is formed by the action of citric acid on bismuth subnitrate. To make 480 grains it will be necessary to use 355 grains of bismuth subnitrate and 265 grains of citric acid; boil with about 4 ounces of water until a drop is miscible with ammonia water, and then add one or two quarts of water. Allow the salt to subside, wash it with water by decantation until the washings are tasteless, and then dry with a gentle heat.

Syrup of Hypophosphites; Solution of Sodium Phosphate.

C. S.—We have repeatedly published formulas for the compound syrup of hypophosphites. We are unable to understand why you have had any difficulty with the new pharmacopœial process. We have as yet had no experience with it ourselves, but we have assumed it to be satisfactory. However, we suggest that you try the formula for 1890 and increase the amount of sugar from 500 to 650 grammes, taking care to use pure sugar free from coloring matter.

As for the compound solution of sodium phosphate of the new U. S. P., let us call your attention to some remarks regarding this product contained in a paper written by H. A. B. Dunning, and printed on page 420 of the October BULLETIN. This paper was read before the A. Ph. A., and in the report of the discussion which it provoked, printed also in the October BULLETIN, you will find a statement from Mr. Leo Eliel regarding the preparation.

Red Ink.

L. W. K.—We have no means of knowing the composition of the proprietary ink mentioned by you. Here, however, are recipes for several red inks:

1. The following recipe for a beautiful red ink is given by Metra, of Paris: Dissolve 25 parts, by weight, of safranin in 500 parts of warm glycerin, and then stir in carefully 500 parts alcohol and an equal quantity of acetic acid. It is then diluted with 9000 parts of water, in which is dissolved a little gum arabic.

2. Use $\frac{1}{4}$ pound Brazil wood, $\frac{1}{8}$ ounce gum arabic, $\frac{1}{4}$ ounce sugar, and $\frac{1}{4}$ ounce alum. Add a little vinegar.

3. Red ink, durable. Rub fine 6 parts red carmine with 75 parts liquid water-glass. Dilute this mixture with 675 parts rain water. Let it stand a few days and pour off the fluid.

Sweet Myrtle.

T. W. M.—We are unable to find any reference to "sweet myrrh" in the literature, and we believe that your customer must have had in mind "sweet myrtle." Sweet myrtle is one of the common names or synonyms of calamus. The latter is a crude drug recognized in the Pharmacopœia, and is everywhere known under the familiar name of "sweet-flag." There is only one official preparation—the fluidextract. Although not largely employed in medicine, calamus is sometimes used as a mild tonic and aromatic stimulant. The dried root is frequently chewed to relieve dyspepsia, and in some sections of the country enjoys a considerable sale.

Loeffler's Solution.

C. J. B.—This product is made after the following formula:

Menthol10 Gm.
Toluene, enough to make.....36 Cc.

Then add:

Creolin2 Cc.
Solution of iron chloride.....4 Cc.
Alcohol, enough to make.....10 Cc.

Directions: To be applied by a cotton swab every three hours for four or five days.

Rearranging the Store.

C. J. S. wants to know where he can procure designs for the interior arrangement of drug stores. He is particularly interested in designs for the dispensary and back room.

Some years ago an article was published in the BULLETIN describing in detail the admirable prescription room of A. B. Frost, the well-known pharmacist of St. Paul. The article appeared in the issue for November, 1902, and if this number is not among your files the publisher could probably supply you with a copy at the regular price of 10 cents. On page 160 of the BULLETIN for April, 1905, an illustrated description was given of a prescription room which had then just been fitted up by Andrew R. Cunningham, a Detroit druggist.

You will notice that several makers of drug-store fixtures advertise regularly in the BULLETIN. Doubtless any one of these would be glad to furnish you with sketches and plans. The M. Winter Lumber Co., of Sheboygan, Wisconsin, for instance, publishes a special catalogue containing, among other things, a large number of designs; and the price of this is 25 cents.

Short Answers.

G. E. S.—We can think of no book that is given up especially to the examination of whisky and other alcoholic products, but you will find this subject treated in Volume 1 of Allen's Organic Analysis. This work is published by P. Blakiston's Son & Co., 1012 Walnut Street, Philadelphia.

A. N. M.—The best thing to do when you desire dyes of a particular color, and for a particular purpose, is to consult a manufacturer of aniline products. We might refer you, for instance, to Theodore H. Eaton & Son, 28 Woodward Avenue, Detroit, Mich.

"Oleum."—Considerable information about the manufacture of chewing gum was printed on page 305 of the BULLETIN for last July. Names were also given of the manufacturers of chewing gum machinery, as well as dealers in crude chicle.

S. C. R.—Alkanet root is probably the best coloring agent for gasoline.



A BEAUTIFUL DETROIT PHARMACY.—One of the handsomest little stores in the United States is that shown in the present engraving. The picture, however, absolutely fails to do the subject justice. The air of elegant simplicity and beauty, which is so characteristic of the pharmacy, is inadequately suggested. The wood is all of quartered oak, finished in a unique color somewhat approaching "Antwerp." The ceiling is tastily frescoed, and statuettes adorn the room in front of the mirrors at the end. The pharmacy is owned by Mr. Frank E. Smallidge, and is located in the Pasadena apartment house at the corner of Jefferson Avenue and Dubois Street in Detroit. Mr. Smallidge had been located across the street for many years, and when "The Pasadena" was erected he grasped the opportunity to design and equip a pharmacy which should represent his ideal. No side lines except cigars and soda; no bazaar features; nothing to detract from the real dignity of pharmacy; the very purest and highest quality of goods attainable—these are the slogans of Mr. Smallidge, and he sought to have them mirrored in the dignity and character of his new store. He succeeded admirably. The pharmacy is well worth a visit from any druggist who may be passing through the city; and indeed traveling men have done much to spread its fame abroad.

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EDITORIAL.

A WORTHY CAUSE.

At the 1906 meeting of the American Pharmaceutical Association, held in Indianapolis last September, Messrs. S. A. D. Sheppard and J. H. Beal proposed the formation of an endowment fund of \$25,000 or \$50,000 in order that the association might not, from any chance misfortune or insufficiency of income, be prevented from carrying on its salutary and far-reaching work for the benefit of American pharmacy. And to stimulate openhandedness these gentlemen took the lead by promising to pay into the fund one dollar for every twenty that might be contributed by others. The offer was a generous one, and it was gratefully accepted by the association. That it deserves a ready response from all who are interested in the welfare of pharmacy scarcely need be argued.

The American Pharmaceutical Association is largely responsible in this country for what measure of standing we enjoy as a calling. It has been by far the most potent force in the preservation of professional ideals. It has stimulated pharmaceutical legislation and striven to make it as effective and as uniform as the conditions would permit. It has inspired the growth and development of pharmaceutical education. Within recent years it has given rise to auxiliary bodies representing the American colleges and the American boards of pharmacy; and these coöperative agencies are bound to achieve a rational and uniform advance in educational, legislative, and registration requirements—an advance upon which the future of pharmacy is very largely conditioned.

In still other ways the A. Ph. A. has been of unmeasurable benefit. Addressing the association in his capacity as president two years ago, Professor Beal uttered a significant sentence when he declared that the A. Ph. A. was "the great postgraduate school of American pharmacy." For over fifty years it has been steadily educating the pharmacists of the country in every department of their calling. By the scientific research of its members it has greatly extended the boundaries of pharmaceutical knowledge and conferred scientific standing and prestige upon the profession. By means of innumerable papers on dispensing and manufacturing pharmacy it has given the apothecary a better understanding of his work behind the counter, and it has enriched the pages of our pharmacopœias, our dispensatories, and our text-books. Through the publication and frequent revision of the National Formulary it has enabled the druggist to hold his own in the preparation of modern "specialties." In every other branch of pharmaceutical knowledge this great postgraduate school has likewise continued to teach and develop its students—in commercial pharmacy, in historical pharmacy, in pharmaceutical education, in pharmaceutical legislation.

Should such an association not be given every possible chance to continue its work unhampered by any chance misfortune or adversity? Can we afford, indeed, to cripple it in the least degree? A few years ago it was threatened with the loss of adequate support, and certain measures of retrenchment had to be adopted. Should such an indispensable agency for pharmaceutical good be kept in this way at the mercy of an uncertain and fickle fortune? Would it not be folly of the most shortsighted kind not to grasp the present opportunity to place the association upon such a financial basis as would guarantee the permanence and solidity of its work?

The proposal of Messrs. Sheppard and Beal is given in detail elsewhere in this issue, and we may add that contributions can be sent to Mr. Sheppard, the treasurer of the A. Ph. A., at 1129 Washington Street, Boston, or to Professor Beal at Scio, Ohio. We have not received a list of the donors so far registered, but we learn that recent contributors are John Uri Lloyd, Cincinnati, \$100; Frederick B. Kilmer, New Brunswick, N. J., \$25; and Dr. Albert B. Lyons, Detroit, \$25.

The most satisfactory way to create this fund, as it is also the most satisfactory way to create all funds, is by means of many small contributions from many contributors. If, for instance, the two thousand members of the association were each to promise \$5 a year for the next three years, \$30,000, plus the interest accumulations, would be quickly realized. But this is only a suggestion—the A. Ph. A. would be glad to receive donations of any amount whatsoever, large or small.

WHAT IS AN "ORIGINAL, UNBROKEN PACKAGE?"

The druggists of Detroit, falling into line with those of other cities, held a meeting last month for the consideration of the national food and drugs act. The discussion was full of interest and suggestion, but incidentally it disclosed a surprising indifference on the part of retailers generally to the provisions of the law, and it made clear also the fact that the measure was not properly understood in two or three particulars. Assuming that these misconceptions are more or less prevalent throughout the country, it may not be out of place to discuss them generally.

The extent to which the retailer himself was affected did not seem to be comprehended. Several retailers expressed surprise that, in selling a patent medicine, even though it was purchased outside of the State, they were under the jurisdiction of the national law in the least so long as they sold the article within the borders of their own State only. Of course this is a moot point. The whole question hinges upon the interpretation of the phrase, an "original, unbroken package."

Observe that we are not now talking about the situation in the District of Columbia, the Territories, or the island possessions. In these places the act directly affects everybody to the remotest detail. Elsewhere the jurisdiction of the national government is limited to interstate traffic, and the law makes it a misdemeanor (1) to ship out of the State any misbranded or adulterated food or drug, (2) to deliver it for shipment, or (3) to receive it within the State, from out of the State, and then sell or intend to sell it, for pay or otherwise, in the "original, unbroken package." In interstate traffic, then, the national government has authority only over "original, unbroken packages." It has, consequently, the power to seize such packages wherever they may be found and proceed to the application of the law.

The interpretation of the phrase, an "original, unbroken package," is therefore vital. The Supreme Court of the United States has on a number of occasions decided that such a package was the outer crate, box, or barrel in which a shipment of goods is sent to the dealer, and it has been moved to render such decisions largely because any other interpretation of a national law would make it unconstitutional—unconstitutional for the reason that the national government has no authority to interfere with the internal affairs of any State. It is held by constitutional lawyers that once a shipment of goods is opened and distributed on the shelves, it has become the property of the State and subject only to the jurisdiction of the State itself. The government commissioners, however, have turned their backs upon these decisions of the Supreme Court and have declared an "original, unbroken package" to be the unit of the manufacturer—the pint bottle of a fluidextract, the package of a patent medicine, or a box of cough drops.

Now whether the Supreme Court or the commissioners are right is a question which does not particularly interest the retailer at this time. The rules

and regulations must be observed unless one deliberately wants to court trouble. For the present a bottle of patent medicine, for instance, is an "original package;" it is under the jurisdiction of the national government, *provided it has been shipped from one State to another*; the officers of the national government have the apparent right of seizing it wherever it may be found; and it consequently follows that the pharmacist upon whose shelves it is located is responsible for its character. He can of course shift the responsibility by securing a guaranty from the maker—and practically all of the patent-medicine proprietors and pharmaceutical manufacturers have filed their guaranties at Washington in the manner provided by the rules and regulations, so that, after all, the retailer is pretty well protected.

OTHER CONSIDERATIONS REGARDING THE FOOD AND DRUGS ACT.

Another misapprehension seems to exist with respect to the character of goods that may be sold under the food and drugs act. The general conception is apparently this, that everything must now be of the very highest quality, and that it must conform to the standards imposed by the U. S. P. and N. F. The fact is, on the contrary, that one may sell almost anything, provided he does it without false pretense. The fundamental essence of the entire act is that the truth must be stated upon the label, and that purchasers must not be deceived into buying something which they do not want.

Then, too, some retailers seem to be unaware of the fact that prescriptions are involved in the labeling clause providing that every medicament must bear a statement of the content of alcohol and certain narcotics. That the labeling clause was originally meant to involve patent medicines only, does not permit the escape of prescriptions from the operations of the clause. Indeed, at one time during the discussion of the bill in Congress an amendment was proposed specifically exempting prescriptions, and we have already reported in the BULLETIN how this amendment was voted down. Very recently Dr. Wiley is understood to have said that the act will not be enforced in its bearing upon prescriptions, but the law itself is nevertheless clear. Of course this point does not directly interest retailers unless they reside in the District of Columbia

or the Territories, and unless, also, they do business in border towns where they have occasion to deliver goods into another State.

The question becomes of great personal interest, however, when it is considered that a well-defined movement is now shaping itself to have the national act repeated in the different States throughout the country. It is imperative that, wherever the national bill appears for passage in any State legislature, druggists should see to it that prescriptions, and not only prescriptions but preparations also of the U. S. P. and N. F., should be exempted from the application of the labeling clause.

This brings up the question of *the advisability of passing State laws based upon the national act*. The matter was discussed very earnestly at the meeting of the Detroit druggists to which we have referred earlier in this editorial. The general consensus of opinion was that the national act, while admirable in its general character, was in some respects faulty and inconsistent, and that we should permit its defects to become more apparent by an experience of a year or two with its provisions before we proceed to the enactment of State laws. After considerable discussion this point of view was finally crystallized into a resolution providing that, if possible, any food and drug law which might appear before the present session of the State legislature should be laid upon the table with the understanding that the drug trade would heartily support a suitable measure at the next session of the legislature. In Michigan this would delay action for two years—and it cannot be denied that to wait a year or two would be to act with wisdom under the circumstances.

We observe that, among other societies, the Chicago Retail Druggists' Association has taken a similar position; and the strong and convincing resolutions in which its decision has been expressed are printed elsewhere in our department of "The Month."

"A Lord's Day act" has recently been passed by the Canadian Parliament. One of the few things that may now be done on Sunday is "work for the relief of sickness and suffering, including the sale of drugs, medicines, and surgical appliances by retail." By a process of negative reasoning, this would seem to render illegal the sale in drug stores of the side lines which comprise the majority of the pharmacist's trade.

THE MONTH.

DISCUSSION OF THE FOOD AND DRUGS ACT.

The food and drugs act continues to be the object of consideration from all sides. Innumerable meetings were held for its discussion last month. Lyman F. Kebler, who is chief of the drug laboratory at Washington, and who has assisted Dr. Wiley in the interpretation of the act so far as it affects drugs, addressed meetings in Baltimore, Philadelphia, and New York. Mahlon N. Kline, of the jobbing house of the Smith, Kline & French Co., read a paper before the Philadelphia Association of Retail Druggists. In Detroit Dr. A. B. Lyons explained the law in a talk before the local druggists, and the subject was further discussed at considerable length by James E. Davis, F. E. Bogart, A. L. Walker, Harry B. Mason, and others. The Detroit meeting is made the subject of editorial comment in another column. Respecting the interpretation of the act, no rulings of any importance to the drug trade have been rendered during the last month, and so we have nothing to add to the article on page 12 of our January issue. In his Philadelphia address, however, Mr. Kebler remarked that hereafter the Department of Agriculture would consider illegal any proprietary medicine alleged as a specific "cure" for any ailment unless the manufacturer could produce from reputable physicians guaranties of actual cures in the form of signed certificates.

* * *

EXPERT CHEMISTS WANTED.

Incidentally it is of interest to note that President Roosevelt has signed "an urgent deficiency" bill carrying with it an appropriation of \$250,000 for the enforcement of the food and drugs act. Some time will elapse, however, before the machinery of enforcement has been constructed and is in working order. The employment of a considerable number of chemists and inspectors is contemplated, and in fact civil service examinations were conducted last month in various cities. Chemists of the first rank will be paid annual salaries of \$3000, and one of the requirements is a Ph.D. or equivalent degree. Chemists of the second rank will be paid \$2000, and this is the rate of payment also for the inspectors. Persons who may desire positions as inspectors or chemists would do well to correspond with the Department of Agriculture at Washington. It is probable that the chemical service will not be concen-

trated in Washington, but will be distributed to various parts of the country. Special laboratories, for instance, may possibly be established in cities like Buffalo, Charleston, Jacksonville, Galveston, St. Paul, St. Louis, Detroit, Denver, Seattle, or Portland. The present appropriation of \$250,000 is understood to answer the requirements up to the fiscal year ending July 1. For the year 1907-8 Secretary Wilson has asked Congress to make an appropriation of \$750,000.

* * *

SHALL WE FAVOR STATE LAWS THUS EARLY?

It is evident from reports coming to us from various sections that the national law is pretty sure to be offered for enactment in several State legislatures during the present season. The Vermont legislature, as we announced last month, has already passed such a bill, and steps toward the same end have been taken in the States of Pennsylvania, New York, Maine, New Jersey, West Virginia, and Indiana. In Pennsylvania and West Virginia, indeed, these movements have been inaugurated by the druggists themselves, and in the former State a joint meeting was held last month by different pharmaceutical associations for the purpose of deciding upon a satisfactory measure. The federal act was adopted save that prescriptions and U. S. P. and N. F. preparations are to be specifically exempted from the requirements of the labeling clause respecting alcohol and narcotics. Elsewhere than in Pennsylvania and West Virginia, however, the druggists have been inclined to take the ground that it is too early to enact State laws; that time enough has not elapsed to discover all the defects in the national act; that the whole subject is yet surrounded with too much confusion; that nothing would be lost by waiting a year or two; and that it would be far better not to rush into the enactment of State legislation until the drug trade is prepared to do so with a wider experience and a surer knowledge.

* * *

CHICAGO DRUGGISTS ADVISE DELAY.

As we have stated elsewhere in an editorial, this attitude was expressed in a definite resolution passed unanimously, and after considerable discussion, at the meeting of the Detroit druggists last month; while at a meeting in Chicago of the C. R. D. A. the following thoughtful and convincing set of resolutions was adopted:

Resolved, by the Chicago Retail Druggists' Association in annual convention assembled, January 8, 1907, that we heartily favor the enactment of laws which will prevent the selling of impure, adulterated, and inferior drugs, and that will protect the public against fraud and imposition by dishonest manufacturers and dealers, especially with reference to the vending of narcotic, poisonous, and otherwise hurtful substances.

Resolved, that, while maintaining this attitude, we seriously question the advisability of enacting into State laws, immediately, the Federal Food and Drugs Act of June 30, 1906, no opportunity having been afforded the retail drug trade to observe the working of this law in the District of Columbia or the Territories wherein it became operative January 1, 1907.

Resolved, that we are in favor of placing on the statute books of the States the best and most effective pure drug laws obtainable. If the federal law referred to (the first of its kind to be enacted) cannot be improved upon, then its adoption in the States is sanctioned by the highest wisdom; but the assumption that because that measure received the sanction of Congress it ought to become a law in the States also, even before those who administer the law or those most affected by it understand its provisions, is regarded by us as unwise in the extreme.

Resolved, that we urge upon the legislative committee of the Illinois State Pharmaceutical Association that it refrain from recommending, for passage by our State legislature, the law referred to until sufficient time shall have elapsed to determine the effect that will probably be produced by this law upon our business, judged by its effect as a national measure, and also as a local measure in the District of Columbia and the Territories.

This practically expresses the attitude assumed last month by a conference in Chicago between representatives of the A. Ph. A., the N. A. R. D., the N. W. D. A., and the P. A. of A.

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THE IMPORTANT QUESTION OF PRICES. Another phase of the situation developed by the food and drugs act is that relating to the all-important question of price. James E. Davis pointed out at the Detroit meeting that the law, by insisting on honest labeling, had all but stopped the use of dishonest goods and had consequently increased the cost of a long list of articles. Developing this theme somewhat, Organizer Holp, of the N. A. R. D., declared in a ringing speech that the druggists were now presented with an opportunity to advance selling prices all along the line. Assuring consumers that the food and drugs act had rendered necessary the manufacture of purer and higher grade goods, they were in position to give excellent and most convincing reasons for charging higher prices. Under such conditions customers would not be able, and would probably not be inclined, to offer the

usual objections against paying more than they had been accustomed to pay for familiar articles of consumption. Now was the chance, asserted Mr. Holp, and it ought to be seen and grasped by the retail trade of the country. Considerable increase in prices, indeed, will have to be effected with many goods in order to leave the druggist with his customary profit, to say nothing of the attainment of increased returns.

* * *

DENATURED ALCOHOL.

During the last few weeks the drug trade has exhibited considerable interest in the prospective sale of denatured alcohol. From a recent series of special rulings it is now clear that retail druggists will be permitted to handle denatured alcohol provided they sell liquors for medicinal purposes only and do not take out a regular retail liquor dealer's license. Practically the same privilege is extended to such wholesale druggists as do not rectify liquors themselves—a fact which is interesting in view of the doubt which has been felt for some time as to whether or not jobbers would be permitted to handle the substance. The retailer has to secure a regular permit from the government, and he is compelled to keep certain records of his sales. A definite form of record-book has been prescribed by the government. It is called "Form 566," and it may be purchased for \$2.50 of most wholesale druggists. Applications for permits should be mailed to the collector of the district or to the Internal Revenue Department at Washington. Incidentally we note that the price of wood alcohol has been reduced to 45 cents a gallon, and it is consequently to be expected that this product will be a very vigorous competitor of denatured alcohol.

* * *

ANOTHER PROBLEM SOLVED.

What to do with old executives and employees who have advanced in years or whose health has become impaired is a great problem with all large business houses. Recently it has been solved by Parke, Davis & Co. in a most honorable and gratifying manner. The sum of \$100,000 has been appropriated as an initial superannuation fund. The principal, not the interest, is to be used in the pensioning and retirement of men and women whose age, or whose past services to the house, render them worthy of such treatment. Parke, Davis & Co. will be remembered for at least two other

enlightened actions of the same general character. Some years ago capital stock was distributed among the employees upon favorable terms, the purchase money being borrowed by the house. More recently a series of semi-annual prizes was established for suggestions bearing in any way upon the manufacture of goods or the conduct of the business. Such provisions are not only of inestimable benefit to the employees; they react advantageously upon the house, increasing the sense of loyalty and developing that *esprit de corps* which is one of the fundamental necessities in the success of any great organization. They are therefore wise as well as just.

* * *

COCAINE PROSECUTIONS IN CHICAGO.

The Illinois Board of Pharmacy seems to be getting results in its anti-cocaine crusade in Chicago. One Paul Zito has just been fined \$500 by a jury in the municipal court. Dr. Dahlberg, clerk in the store of Adolph Brendecke, who is well known in connection with the cocaine situation, spent two days behind the bars last month before he was released on bonds. Whether his short experience in wearing stripes will have any effect upon his future rectitude remains to be seen. The Board of Pharmacy has fifteen other cocaine cases pending, and it means to push them through to a satisfactory conclusion as early as possible. Meanwhile we observe that the great mail-order houses of Chicago have suddenly been found to be selling morphine, as well as narcotic and poisonous drugs generally, to consumers all over the country. This has given rise to a demand that Congress enact an interstate law with respect to the sale of narcotics and the like. Representatives of the A. Ph. A., the N. A. R. D., the N. W. D. A., and the P. A. of A. were to meet in Chicago late last month for the consideration of legislative questions, and possibly this subject formed one of the topics of debate.

* * *

THE MAIL-ORDER HOUSES.

While speaking of the mail-order houses it is of considerable interest to note that Montgomery Ward & Co. have brought suit in the federal courts to secure a temporary injunction against the South Dakota Retail Merchants' and Hardware Dealers' Association. It seems that this association, at its annual meeting last year, decided that its members would thereafter decline to deal with manufacturers

and wholesalers who furnished supplies to the mail-order houses. Later on the secretary of the association mailed a circular letter to 500 or more manufacturers urging them to coöperate with the retailers and to cease having any business transactions whatsoever with the mail-order houses. Still later another letter was sent out giving a list of 150 jobbers and manufacturers who had failed to reply to the first communication. All of this is now declared by Montgomery Ward & Co. to constitute a boycott, and relief is asked in the form of a restraining injunction. If the case is successful, similar suits will be brought against other associations of retail dealers throughout the country. The situation is thus fraught with considerable significance and importance.

* * *

EDUCATING PHYSICIANS IN PHARMACY.

Pharmacists have often complained that physicians are not sufficiently educated in pharmacy and chemistry to become intelligent prescribers. This has often been assigned as one of the reasons for the wide use of secret proprietaries among physicians; and it has been repeatedly declared that one of the ways to bring about more prescription writing, and better relations between physicians and pharmacists generally, would be to give adequate courses in pharmacy and chemistry in the leading medical colleges. This step has now been taken in the College of Medicine and Surgery of the University of Minnesota, and such a course has been established under the guidance of Prof. F. J. Wulling, Dean of the Department of Pharmacy of the same university. In a personal letter Professor Wulling expresses the opinion that pharmacists generally can be instrumental in having courses of this kind inaugurated in medical schools, but he points out that the instruction "should be so given that the physician would not become a dispenser of his own medicines." Otherwise he would become a competitor instead of a coadjutor of the pharmacist.

* * *

INTERESTING THE PHYSICIAN.

The Philadelphia branch of the American Pharmaceutical Association is doing an excellent work in bringing pharmacists and physicians into closer relations. Subjects are chosen for most of the monthly meetings in which both professions are interested. Particular efforts are made to have papers read by doctors as well as druggists, and

also to have medical men attend the meetings and join in the discussions. Last month, for instance, the topic selected was "The Debasing Influences of Fraudulent Nostrums." Many of the prominent physicians and pharmacists of Philadelphia either read papers or offered extemporaneous remarks, and the physicians were made to see that the pharmacists were just as anxious as they were to practice their profession in an ethical manner and in consonance with the interests of both classes of men. A resolution was passed at the behest of Mr. W. L. Cliffe condemning the advertisements in drug journals, magazines, and newspapers of abortifacient medicines and deprecating their sale by druggists.

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**THE DEATH OF
FREDERICK STEARNS** Frederick Stearns died last month in Savannah just as he was about to take his customary annual trip to the region about the Mediterranean. Mr. Stearns, as the founder of the house of Frederick Stearns & Co. of Detroit, was well known by name and reputation to the drug trade of the country. In 1855 he came to Detroit from Buffalo, established a retail drug-store, and soon began the preparation of pharmaceutical products in the back room of the pharmacy. A little later he developed a wholesale business also, and his manufacturing and jobbing operations grew until the retail store was a small part of the business, and until it was finally abandoned in 1871 after a fire had destroyed the entire plant. In 1876 Mr. Stearns began the manufacture of non-secret specialties, and it was in connection with this class of products that his name was best known. Retiring from the business in 1887, he afterwards devoted himself to travel and to the cultivation of artistic and intellectual tastes. Many collections of various kinds were presented by him to institutions like the Detroit Museum of Art and the University of Michigan. Some years since the latter institution conferred upon Mr. Stearns the honorary degree of Master of Arts.

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**WOMEN IN
PHARMACY.** Evidently it is quite impossible for us to make some of our readers understand our attitude toward the subject of women in pharmacy. Witness this note just received from a reader who yet thinks enough of the BULLETIN to renew his subscription for another year:

Don't quite like your editorials against men as clerks and advocating women. Do you get your subscriptions from the women in pharmacy or from the men? Is there not enough room for both if they go in double harness?

My dear fellow, we have never printed editorials "against men as clerks." It is quite absurd to make such a charge against us. Of course there is "room enough for both if they go in double harness;" and this, indeed, is precisely what we have advocated. The reason the A. Ph. A. had in suggesting the employment of women clerks, and the reason the BULLETIN had in commenting upon the A. Ph. A. policy, was found in *the scarcity of men clerks*. In some sections there do not seem to be men enough to go around. Why not complete the ranks with women, then? This is all there was and is to the proposition, and no element of competition or rivalry is really involved. Ought this to make the men turn green with jealousy? Ought it to make some of our readers jump to the conclusion that we desire the commercial extinction of men?

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**NEW PHASES
OF N. A. R. D. WORK**

The N. A. R. D. is gradually assuming new functions in an effort to be of increasingly greater service to its constituency. For some time now it has been conducting a "Bureau of Sales and Employment." In this Bureau records are kept of stores for sale, clerks who desire positions, pharmacists who desire clerks, and the like. It is interesting to note, as bearing upon the stringency in the drug clerk market, that a recent number of "N. A. R. D. Notes" declared that the number of pharmacists who had asked for clerks considerably exceeded the number of clerks who had asked for positions. More recently the N. A. R. D. has added to this Bureau of Sales and Employment a department of "Slow-selling Patents." Druggists who have patents in stock which they are unable to sell notify the Bureau; lists of such goods are printed and sent to those who ask for them; and thus retailers who would like to exchange with one another, or purchase from one another at advantageous prices, are placed in communication. Realizing that it would be unfair to grant such assistance to members of the N. A. R. D. who are not in good standing, the several privileges of the Bureau of Sales and Employment are limited to druggists who have paid their dues.

**THE FIRE INSURANCE
COMPANY.**

The American Druggists' Fire Insurance Co. formed a permanent organization last month, and among other things elected the following Board of Directors: Charles H. Avery, Chicago; L. G. Heinritz, Holyoke, Mass.; J. H. Beal, Scio, Ohio; I. N. Heims, Indianapolis, Ind.; J. A. Kester, Onaga, Kan.; Lewis C. Hopp, Cleveland, Ohio; A. O. Young, Buckhannon, W. Va.; Walter Rothwell, Philadelphia; T. B. Huston, Toledo, Ohio; Samuel C. Davis, Nashville, Tenn.; Dr. A. O. Zwick, Cincinnati, Ohio; and George B. Kauffman, Columbus, Ohio. These officers were elected: President, Charles H. Avery; vice-president, L. G. Heinritz; secretary, Frank H. Freericks; treasurer, George B. Kauffman. The executive committee, in addition to the president and secretary, who are *ex-officio* members, consists of L. G. Heinritz, J. H. Beal, Walter Rothwell, I. N. Heims, and Dr. A. O. Zwick. Attorney Frank H. Freericks, of Cincinnati, who has promoted the company, will probably be its general counsel. Cincinnati is to be the headquarters of the concern, and a suite of offices will soon be established. The company starts out with a capitalization of \$100,000, and it hopes to increase this to \$200,000 during the present year.

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**ANOTHER
SYNDICATE.**

We seem to be hearing a good deal these days about various co-operative movements in the drug trade. The American Druggists' Syndicate, for instance, has been attracting more or less attention for the last year or so, and now we observe that "The Drug Merchants of America" is to be reorganized with a capitalization of \$500,000. It is hoped also to increase the membership from 200 to 2500, and the purpose is to do what practically amounts to a coöperative jobbing business in pretty much everything handled by the retail druggist. The men behind the movement are those who have been identified from the beginning with the United Drug Co. and the National Cigar Stands Co., and it is evidently hoped to build up a successful trinity of organizations under the same control. It was rumored last month in New York that one Henry E. Vaughan was endeavoring to promote another big corporation with a capitalization of \$2,000,000, but this rumor seems to lack verification.

**SODA FOUNTAIN
EXPLOSIONS.**

An unfortunate accident in Detroit last month indicates the danger that lies dormant in the careless use of concentrated carbonic acid gas in the extemporaneous manufacture of soda water for the fountain. A twelve-gallon tank of water, while being "charged" in the basement of the Central Drug Store of Detroit, exploded violently, causing the immediate death of one man and the serious injury of another. The charging was being done by a man new to the work, and it would seem as if he paid very little attention to the indicator marking the degree of pressure. Fifteen minutes after the accident the gauge showed a pressure of 225 pounds, and it was probably higher than that just before the explosion. Accidents of this kind are not seldom reported in the daily papers, and it need scarcely be said that the "drug-store boy," or any other individual set to work at the charging of the soda fountain, should be carefully instructed to avoid a dangerous and excessive degree of pressure.

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**PATENT MEDICINE
WAGONS.**

Out in certain States of the West the retail druggist has not only to suffer the competition of the great mail-order houses, but he is compelled to put up with the patent-medicine wagons which of recent years have become very numerous. In Iowa, we believe, a law was enacted a year or two ago placing a tax upon these itinerant venders of \$100 or \$200 a year. The druggists of Kansas are now anxious to have a similar law passed in their State. A recent set of resolutions, approved by the Druggists' Association of Allen County, declares that the traveling patent-medicine venders take money out of the State without paying anything into it in the form of licenses or taxes, in which respect they are given an advantage over merchants who reside in the State and who do their share in supporting the government. Relief from this species of inequity is prayed for.

* * *

**HONORING
MR. EBERT'S
MEMORY.**

A movement to collect a fund for the establishment of a suitable monument to the memory of Albert E. Ebert seems to be meeting with considerable success. Mr. O. F. Fuller, treasurer of the fund, 220 Randolph Street, Chicago, is able to report a gratifying number of contributions. No man ever

threw himself more earnestly into the cause of American pharmacy than Mr. Ebert, and now is the time for American pharmacists to evidence their appreciation. A memorial volume has been published by the Chicago Veteran Druggists' Association, while another volume, planned on larger lines, is being prepared by a special committee representing the American Pharmaceutical Association. Of the latter committee Prof. C. S. N. Hallberg, 353 Dearborn Street, Chicago, is the chairman.

* * *

CULTIVATING MEDICINAL PLANTS.

During recent years the Department of Agriculture at Washington has interested itself considerably in the cultivation of medicinal plants on American soil. Several botanical experts have conducted experiments in various States. In order to develop the work to a still greater extent, the department has recently suggested to Congress a plan for the free distribution of the seeds of such plants as have so far apparently been found to have an economic future in this country. The department believes that the soil of certain parts of Illinois, Indiana, Ohio, Wisconsin, and northern Iowa is particularly adapted for the cultivation of medicinal drugs.

* * *

HISTORICAL PHARMACY.

The Historical Section of the American Pharmaceutical Association is beginning to think about work for the New York meeting in September. The officers will be pleased to receive contributions of historical interest from members of the association or from others, and these can be sent to either of the following gentlemen: Historian, Dr. Edward Kremers, Madison, Wisconsin; chairman, Ewen McIntyre, 303 West 74th Street, New York City; or the secretary, E. G. Eberle, care of the Texas Drug Co., Dallas, Texas.

* * *

Recent deaths include A. T. Fleischmann, an ex-member of the Kansas Board of Pharmacy; B. Schwartz, a member of the Illinois Board of Pharmacy; T. Roberts Baker, of Richmond, in earlier years a prominent member of the A. Ph. A.; S. P. Watson, of Atlanta; and John W. Campion, of Philadelphia, the originator of the so-called Campion Plan.

Dr. Willis G. Gregory, who for reasons of business has found it necessary recently to retire from membership in the New York State Board of Pharmacy, was last month presented by his fellow members on the board with a solid silver coffee service of handsome design. George Reimann, of Buffalo, was elected president of the board.

* * *

A committee of the Chicago Retail Druggists' Association has recommended the employment of a secretary who shall devote his entire time to the affairs of the society, and who shall be paid a salary of \$1800 annually. Such a step might well be considered by all of the associations in the larger cities.

* * *

The traveling salesmen of Michigan, following the example of their brethren in other States, have recently established an auxiliary association to hold its meetings in conjunction with the State Pharmaceutical Association, and to assist in the success of the latter society.

* * *

An anti-narcotic law enacted last year in Massachusetts forbids the sale absolutely of proprietary preparations containing cocaine, and recently a druggist and a department-store proprietor have been arrested for violating the act in this respect.

* * *

Frank H. Carter, of Indianapolis, was local secretary at the last meeting of the A. Ph. A. Recently some of his associates in the work of entertainment have presented a loving cup to Mr. and Mrs. Carter in remembrance of the event.

* * *

The New Jersey College of Pharmacy has recently had the good fortune to move into new quarters valued at \$25,000. The institution now has about 100 students, and it graduates from 35 to 40 each year.

* * *

Another branch of the Women's Organization of the N. A. R. D. has been created, this time in Cincinnati. Officers have not yet been elected.

* * *

F. W. Meissner, of Laporte, Indiana, has been elected a trustee of the United States Pharmacopœia to succeed Albert E. Ebert.

THE NEW HALL & LYON STORE.

Equipped Recently in Providence—Many Novel Features—An Orchestra Plays Daily Near the Soda and Candy Counters—Eight Dispensers in the Prescription Department—A Store of Remarkable Beauty and Efficiency.

What in many respects is the most interesting and remarkable drug store in the country has recently been established in Providence, R. I., by the Hall & Lyon Co. It is located in the new building erected by the *Providence Journal* for its editorial and publication offices. The building itself is one

dressers are made to see to it that the opportunity is grasped to the utmost.

THE CORPORATION ITSELF.

Before entering upon a description of some of the unique features of this establishment it may be



This new store of the Hall & Lyon Co. in Providence is located in the *Providence Journal* building at the corner of Westminster, Fulton, and Eddy Streets. The pharmacy occupies the entire first floor, the basement, and a part of the second floor—the latter being used for the executive offices of the corporation. There are three entrances to the pharmacy—one on each of the three streets. The thirteen large windows, only seven of which are shown in this view of the building, are used to the utmost advantage in the attractive display of articles.

of rare beauty, and is partly shown in the first of the accompanying illustrations.

The pharmacy runs the entire length of the building and has entrances on three streets—Westminster, Eddy, and Fulton. A glance at the picture of the building will indicate the possession of unsurpassed window facilities. There are no fewer than thirteen show windows, in fact, and expert window

well to say that the Hall & Lyon Co. is one of the largest of the drug-store corporations of the East. It has four or five stores in Providence, and others in the Massachusetts towns of Worcester and Wal-tham. The officers of the corporation are also individually interested in the Cahoon-Lyon Drug Co., which operates two stores in Buffalo. They are said to be interested, too, in the newly organized

Caswell-Massey Co., which conducts six or seven pharmacies in Greater New York. They have been connected with the management of the United Drug Co. and the National Cigar Stands Co. from the first, and altogether they play a conspicuous part in the retail drug operations of the Eastern States.

The particular store which is the subject of this article is, we believe, used as the headquarters of the Hall & Lyon Co., and on the second floor are located the directors' room and the offices of the president, the treasurer and general manager, and the assistant treasurer. The officers of the corporation are H. C. Hall, president; F. E. Eaton, vice-president; Geo. C. Lyon, treasurer and general manager; John C. Knight, assistant treasurer; and Walter L. Brown, secretary.

The new pharmacy of the company has been built

during certain hours in the morning, in the afternoon, and after the theater in the evening. This seems like an innovation indeed for a drug store, but it is made appropriate by the tremendous candy and soda business enjoyed by the establishment.

THE GREAT SODA FOUNTAIN.

Perhaps a few words may be said in this connection regarding the soda fountain. The fountain, however, is really two fountains—each 34 feet long, and situated on both sides of a large rotunda separated by two marble columns. The construction is of "novus glass," a comparatively new article in soda-fountain manufacture, and one which lends itself to beauty of adornment. It has in addition the merit of being absolutely non-porous and therefore sanitary. The trimmings are of genuine Ital-



Each of these two fountains occupies 34 feet of space, with a rotunda between. There are 24 draft-arms and 114 syrup-taps. Sixteen dispensers are required, and the capacity of the two fountains is 15,000 glasses of soda a day. The equipment was installed by the American Soda Fountain Co. To make the soda and candy department more attractive, an orchestra plays on the balcony during certain hours of the morning and afternoon, and also after the theater in the evening.

without regard to expense, and money has been employed lavishly to secure efficiency and beauty. The fixtures are all of solid mahogany. The showcases are constructed after the latest and most perfect designs. The electrical equipment furnishes a dazzling brilliancy at night, and at all times adds to the artistic beauty of the store.

AN ORCHESTRA!

This pharmacy has all of the features and departments which are characteristic of every large drug store, and to this extent it is in need of no particular description. There are, however, a number of innovations which it might be interesting and suggestive to dwell upon at some length. Directly over the candy department, for instance, is a balcony reached by a winding staircase—of course made of the richest of mahogany. Here an orchestra is stationed

ian marble, while the dispensing counter is made of African marble especially selected for the purpose. To operate this fountain requires the services of sixteen dispensers, and the capacity of the equipment is 15,000 glasses a day.

As might naturally be expected, this great soda fountain is not cooled with ice in the familiar manner. Mechanical refrigeration is employed, and the ammonia-freezing plant in the basement is one of the interesting features of this interesting establishment. The syrup that supplies the fountain is contained in 32 tanks lined with block tin, and each has a capacity of 30 gallons. These tanks are situated in a syrup room located in the gallery above the fountain, and the syrups are supplied to them by means of ingenious pumping devices from the syrup room in the cellar. Four carbonating ma-

chines are employed, each with a capacity of 2500 gallons per day—which means a possible daily output of 10,000 gallons of carbonated water. The fountain is equipped with 24 draft-arms and 114 syrup-taps.

THE CIGAR DEPARTMENT.

The cigar department is one of the largest in the store, and devices of the latest and most efficient sort are utilized for keeping the stock in the very best of condition. The imported and Key West cigars are kept in cases and humidors by themselves.



Here we have a partial view of the interior of the new Hall & Lyon pharmacy in Providence. The engraving does not do justice to the beauty of the store. The woodwork is all of mahogany and the columns are of marble. The electrical fixtures are of the latest and most artistic design. A description of the store will be found in the accompanying article.

Each case and each humidor is supplied with a hygrometer. A novel feature is the employment of individual lockers for the use of customers who buy cigars by the box, and who desire to have their Havanas kept in suitable condition. The cigar department includes a large stock of everything in the way of pipes, tobacco jars, cigar cases, cigar cutters, ash receivers, and a thousand and one other sundries of this sort.

PHOTOGRAPHIC SUPPLIES.

It is quite customary to find amateur photographic supplies in the drug store. The Hall & Lyon Co.

go beyond this and do developing and printing for amateurs. And in order that the service here may be as perfect as in other departments of the store, it is provided that films left for development before ten o'clock in the morning will be ready for examination at five o'clock in the afternoon. Enlargements are also made, and indeed several men are used in photographic work. Furthermore, a dark-room, fully equipped with facilities for changing plates and films, is placed at the disposal of all customers; and, more than this, free instruction and advice are given in the use of cameras, in the proc-

esses of developing and printing, or in any branch of amateur photography.

There is a department elaborately equipped for the fitting of glasses. A trained optician is here employed, and the department includes a large stock of lorgnettes, opera glasses, automobile goggles, and everything else that has any reference to this line of goods.

To suggest a few other things that indicate how anxious the Hall & Lyon Co. was to fit out this store with the best of service in every particular, it may be remarked that a trained nurse is on hand to attend to the wants of the lady customers. In the

public telephone booths one may secure a long distance connection with any section of the country. In the prescription department (which, by the way, requires the services of eight dispensers, one girl to write labels, and a man at the window) a number of uniformed boys, equipped with bicycles, are ready to go any distance for a prescription and then deliver it as soon as it can be prepared—with no charge for the service. The leather-goods department is one of the largest in the store, and suggests by its completeness a separate shop devoted to nothing but this line of goods. One section is devoted to cut flowers: these are displayed in handsome cut-glass vases, and they add much to the beauty of the room.

THE DRUG LINES.

Very little has been said about the pharmaceutical features of the store, but one must not jump to the conclusion that they are not given very care-

ful and conscientious attention. They have not been described to any considerable extent in the foregoing article, for the reason that we have sought instead to point out the features of more unconventional interest and significance. Something has been said, however, about the prescription department, and the fact that eight dispensers are regularly employed indicates the amount of prescription business enjoyed by the store. The sponge and chamois case contains a stock which is bewildering in amount and variety. Everything conceivable in the way of rubber goods, hospital supplies, sick-room needs, and emergency articles of every description is to be found in the department devoted to this line. The drug and chemical section is very large, while the patent-medicine department is one of the conspicuous features of the store.

The "Rexall" goods are carried, and the case of the National Cigar Stands Co. is in evidence near one of the three entrances to the store.

A PHARMACEUTICAL RIP VAN WINKLE.

Waking From a Ten-years' Sleep He Finds Women in Full Possession of Pharmacy—A Sketch Suggested by the Recent Movement to Employ Women More Generally as Clerks.

By HAROLD N. BRUUN.

How long I had been asleep I do not know. My bones ached and the muscles in my arms and legs were sore and stiff. I rubbed my eyes, looked about me, and discovered that I was in the wine cellar in the basement of the store. It was damp and dark. I felt in my pocket for a match, but found none. Feeling my way along the sides of the wall toward the door, my hand accidentally came in contact with a button, and to my great surprise the place became illuminated. This startled me; I was not aware of the fact that we had electric lights in the basement. But how came I to be here? Oh, yes, I remember now! Last night, after I closed up, I went downstairs to fill up the wine bottles, and being very tired I sat down, took a sip of wine, and fell asleep.

Over in the extreme corner of the cellar stood the two bottles, bound together affectionately by a spider web. Spiders are ambitious creatures, I re-

marked, as I beheld the thickly webbed condition of the bottles. I looked at my watch; it had stopped. It can't be morning yet, I mused, although it was the only time in my life that I had ever felt really rested.

Taking up my bottles, I started for the stairs. On reaching the top I paused and listened. What was that I heard—feminine voices? Peeping through the crack in the door I saw a little girl in short dresses standing at the sink washing bottles. Was I still dreaming? Then came a rather matronly looking woman with a hard, businesslike face. She looked to see if the little girl had washed the bottles clean, and then with a shrill voice called out:

"Elsie!"

"Yes, mam," came a voice from the prescription counter.

"Did you make up the emulsion for Dr. Martha?"

"Yes, mam," came the answer.

The woman with the hard face went out towards the front of the store.

The next moment two young women came into the back room. "She makes me tired," said one, "always bossing people around as though she owned the store."

"Yes," replied the other. "I have my eyes open for another job. This working from 7 to 11 doesn't suit me. You know Ann White? She struck a snap collecting for the telephone company; gets through every afternoon at 5 o'clock, to say nothing about Sundays."

"That's soft; but what are you going to do this afternoon? You're off, ain't you?"

"I believe I'll go down to the vaudeville and see Virginia Earl and her Johnnies. They say she has a bunch of dandies with her in her latest sketch."

The sweat stood upon my brow and my heart began to beat fast. What could it all mean? In my bewilderment I raised my hand to my head, and in doing so some dust from my sleeve caused me to sneeze.

"For goodness sake! What was that?" exclaimed one of the girls, as she opened the door.

"A tramp!" shouted the other.

"Don't be alarmed girls," I said, "I am not a tramp; my name is Smith—Howard Smith. I work here."

"You work here?" they both exclaimed.

"Yes—that is, I did last night."

"Miss Marion!" called one of the girls. "Here is a tramp."

"Show him out. We are pestered enough with such fellows nowadays."

"But he says he works here," expostulated one of the girls.

At this moment Maid Marion came into the room. "He says he works here, does he? Poor fellow, he must be demented. Better telephone for the ambulance. No man works."

"But, ladies," I protested, "I am telling you the truth. Where is Mr. Sheldon?"

"Mr. Sheldon? Let me see—oh, yes, he was proprietor here about ten years ago. Why, he's dead!"

"Come, now, don't make sport of me," I pleaded.

"In cases like this, it is best to humor him," whispered Marion. "Come in and sit down."

I did as I was asked.

"How long have you worked here?"

"Seven years," I answered.

"How is it that you are so late this morning?"

"Last night I went down-stairs to fill up some bottles, and I must have fallen asleep in the wine cellar."

"Very likely," she answered, smiling.

"Where are the rest of the clerks?" I asked.

"These are the only clerks here now," was the reply, pointing to the young women.

"And the boy, Peter; what has become of him?"

"Never knew such a boy."

"Then no men work here now?"

"No, none."

"What do the men do?"

"Those that have money fish, hunt, and travel."

"Those who have not?" I queried.

"They try to marry a woman with money, and if they don't succeed they do such work as a woman refuses to do."

I arose, and in the light of day looked myself over. I was certainly changed. My hair was long and my beard was shaggy. I began to realize that in some mysterious way I had been away from the world. Had I been asleep so many years?

I was disturbed from my reverie by the entrance of a woman doctor. I could see by her sharp features and excited eyes that she was under a strain. I looked upon the hard features of Marion, and the pale, bloodless, indifferent faces of the girls.

"Excuse me," I said, "do you know Ethel Mulberry? She was such a sweet little girl—lives next door, I believe. She was in here the day before I went to sleep. Her bright eyes shone with happiness, and the glow in her rosy cheeks cast a warmth about them that caused my temperature to rise. You must remember her. She always wore such pretty laces and ribbons. She was the kind of a girl with whom a man could find comfort and rest after a day's struggle with business?"

"Ethel Mulberry? Why, yes, she is the inspector of the police department."

I looked at my informant in amazement, my heart sank, and I started for the door.

"Where are you going?" they asked me in concert.

"Back to sleep," I said.

THE DEAD STOCK EVIL.

1. How to Prevent It—2. How to Correct It—Practical Methods and Suggestions—Simple Plan for a Book by Means of which One May Keep a Close Watch of Slow-moving Items.

By L. A. LEBOWICH.

Eternal vigilance is the price of business success. Not only must the business man of to-day be able to take the offensive with aggressive plans and ideas, but he must likewise be strong on the *defensive*, in preventing losses through depreciation, leakage, and other such conditions incidental to doing business.

The druggist of to-day must needs be stronger on the defensive than was necessary twenty-five years ago, when full prices and prosperity reigned. In those days the depreciation in value of accumulated dead stock was not taken into account when figuring out the profits—the profits more than made up for it. But in these days of keen competition and meager profits, when, besides, the number of items which must be kept in stock is ever increasing, the druggist must give the dead-stock problem more consideration.

LIKE WEEDS IN THE GARDEN.

The gardener who does not watch his beds soon has more weeds than flowers. The druggist who would keep his stock up to date must go through the periodical weeding-out process just as carefully. He might take a profitable lesson in this from that beautifully systematic consolidation of retail units—the modern department store. There dead stock is almost unknown. Goods are kept constantly in process of conversion into cash, and those goods which show a tendency to lag are sold at a sacrifice, if necessary, rather than wait for them to “die” from inertia. Dead stock is more difficult to sell than that which is not quite dead. Besides, goods allowed to remain on the shelves for a time should have the interest on the money invested added to the original cost. Therefore it is more profitable to sell these goods at a slight loss and invest the money in better-selling stock.

There is no business so susceptible to the dead-stock evil as the drug business, and none, I believe, in which so little remedial effort is made after the condition has become manifest. One reason for this is, I suppose, that the druggist is so harassed by

innumerable petty distractions that he cannot find much leisure to pay attention to his stock. Another is, that the pharmacist usually dwells in fear of erroneous public opinion. In a business in which drugs and medicines are sold on faith, the proprietor is naturally careful lest he destroy that faith. While keeping in mind the druggist's paucity of leisure as well as the ethical considerations involved, I here offer various suggestions as to the treatment of the dead-stock evil. These may be divided under two heads:

1. *Prevention*.—Suggestions which relate to watching new items to prevent their becoming dead. By dead stock in this paper is meant merely that which does not sell, not including any which has in any way deteriorated.

2. *Reduction*.—Relating to plans for reducing the bulk of dead stock after it has accumulated.

PLANS FOR PREVENTING THE ACCUMULATION OF DEAD STOCK.

1. First, then, as to the *prevention of dead stock*. The accumulation of much unnecessary stock may be prevented by considering well before stocking a new item. Laggard goods are commonly those which are put in stock before a steady *local* demand has been created. The magazine advertisements presented by a patent-medicine salesman are not guaranteed to sell the goods in your locality. It is a good plan to fill the first few orders for such preparations “on call” only, requiring a deposit from the customer as an evidence of good faith. When the profits on past sales of such an item are greater than the smallest quantity which can be ordered from the jobber, that quantity can then be safely stocked; even if never sold there will at least be no loss on that item's account. Druggists at a distance from the jobber cannot, of course, follow this plan strictly; yet even these should beware of indiscriminate buying, and too large orders for the mushroom-growth sellers should be avoided.

Indiscriminate buying is the first and, perhaps, the most common cause of the accumulation of dead stock. The next cause is, that after the stock has been placed on the shelf, the druggist is not in the habit of

WATCHING NEW STOCK.

After an item has gained the dignity of a place on the shelf it should still be closely watched, and should a reasonable period of time elapse without a sale being made, it should be at once returned to the jobber. The following is a simple method for watching new goods: Obtain some slips of paper, about 2x1, of a distinctive color. Have them gummed for about one-fourth inch on one end, and thereafter use these slips for the following specific purpose *only*:

When checking off goods from a bill, attach one of these slips to every new item of stock, and on it make a memorandum of the firm billing it and the date of the bill. If it appears likely that when such an item should be returned to the jobber the trace of gummed paper left on the package would be regarded as a defacement, the following modification of the plan may be used:

Obtain slips of the same color about one-half inch wide and 12 inches long, and have them gummed at one end as with the other slips. These may be attached by stretching them tightly about a package and sticking the gummed to the ungummed end. Ungummed, either of these colored slips may be had of any printer for little or nothing, for they are usually thrown away as waste.

These gummed slips serve as badges to keep the eyes constantly focused on the "watchable" stock—stock which is placed with the other goods "on good behavior," so to speak. The memorandum on the slip tells whether or not the item has "made good."

The rarely-sold pharmaceuticals, as, for example, the uncommon fluidextracts, pills, etc., should be bought only in the smallest possible quantities. Indeed, it is more profitable to buy an ounce of such fluidextract from a brother druggist at a higher proportional price than to buy four ounces from the jobber and be obliged to keep the remainder on the shelf for years. The money so saved from the many rare-selling pharmaceuticals would be better invested in stocking larger quantities of the ready-selling ones, enabling the druggist to buy the latter at a better price.

HOW TO DISPOSE OF DEAD STOCK AFTER IT HAS ACCUMULATED.

2. *Reduction of Dead Stock.*—An item having no sale in one store may have a steady demand on the next corner, or in some neighboring town or State. Consequently the jobber, having business intercourse with a large number of drug stores, is very properly a clearing-house for stock having but a local sale. Many of the proprietaries may be thus disposed of after improving their appearance with new labels or wrappers obtained from the manufacturers. Frequently the latter will exchange their non-selling preparations for those that do sell. Those of the "patents" which cannot be disposed of to jobber or manufacturer might, perhaps, be realized on by the following plans:

The plan, as before described, of tagging new "watchable" stock may be somewhat simplified and used for all dead stock of any nature. Obtain some round gummed stickers of a color distinctly opposite to that of the gummed slips used for the other stock. These may be stuck on to any article or package, from a razor to a bottle of fluidextract, which it is desired to close out for good. On this sticker may be marked, in the case of sundries and other such goods, the regular selling price of the item, as well as the bottom price at which it may be sacrificed; in the case of pharmaceuticals, one may indicate on the sticker what other disposal may be made of the article. Thus these stickers furnish both proprietor and assistants with important information.

The "bargain-counter" method of disposing of non-selling patents is seldom to be recommended. Better it is for the druggist to remove from his shelves all preparations which are not to be sold off as suggested in the previous paragraph. These may then be disposed of to some auctioneer or other such dealer.

DRUGS AND PHARMACEUTICALS.

Frequently a druggist will have on hand a large quantity of some powdered drug for which there is no demand, but which would find a ready sale in the form of a fluidextract. Instead of buying the latter it would be profitable in such a case for the druggist to prepare it himself until the drug had been used up.

This principle of converting non-selling forms of drugs and pharmaceuticals into those which do sell

can be frequently followed. The following are but a few instances:

A fluidextract may be evaporated to a solid extract, or diluted down to a tincture, or used up in some preparation in which the drug enters as a component part. Thus fluidextract of *cannabis indica*, for which in small stores there is now but little demand, may be either converted into the extract, or, better still (and this applies to the tincture as well), it may be used up in making corn collodion; the proportions of alcohol and drug contents of the fluidextract replacing the same quantities in the collodion preparation.

Conversely, some of the powdered extracts of definite strength, for which there is no demand, may be diluted to fluidextracts or tinctures.

Many drugs lie unsold because never displayed. Thus if there is a pound or more of lavender flowers stored away in some drawer, bring it forth, increase its strength, if necessary, with oil of lavender, as is commonly done by the street-venders, and display it in an open jar on the show-case, selling it in small envelopes at five cents each. Besides disposing of stock on hand you will thus create a more regular demand for the article.

Frequently salts and synthetics may be compressed into tablets for which there is a greater demand. If the drug is expensive and of sufficient quantity, the charge for compressing will be well worth while.

Drugs which have become spoiled in appearance but not in effect may be utilized in some preparation where the change will not show. Thus carbolic acid crystals which have turned to a dark red may be used in a naphtha bug poison.

In these and other ways the space-taking items may be reconverted into cash.

DEAD STOCK SHOULD BE WEEDED OUT ONCE A YEAR.

Once a year, at least, the druggist should carefully go through his stock and "weed" it out thoroughly. Soon after taking the inventory is, perhaps, the best time for doing this. With each item the druggist should ask himself whether it is staple or not: if dead, how to dispose of it: if a drug or pharmaceutical, how to convert it into a selling form or otherwise dispose of it. His conclusions on these questions should be noted as memoranda on the colored stickers.

It is a good plan, especially with "patents" such as liniments, hair preparations, etc., to place the

non-selling item next to the selling one. Thus the propinquity of the former is, especially if bearing the "badge" before described, a constant reminder to clerks when making a sale of the latter.

A stock card-index is an excellent aid to the foregoing suggestions in preventing or relieving the dead-stock evil, since the more rarely-sold items are then readily found when called for, instead of being allowed to remain unnoticed and forgotten on the shelves. It also serves as a complete list of all items in stock and may be looked through much more quickly than one may glance through the actual stock itself.* But whether or not a card-index is used, the following will be found an efficient aid:

SUGGESTIONS FOR A USEFUL BOOK.

Procure a blank book with board covers and label it on the outside: "Watchable Stock." This book is to be divided into two parts. In the first part enter a list of items under the heading of "New Watchable Stock;" in the second have another list under the heading of "Dead Stock." All items coming under either of these heads should be entered in this book, and an item which has been closed out of stock should be at once crossed out from the list. Thus the book would at all times show exact conditions as to the dead-stock evil as they exist in the store, and the effects of the remedies applied.

The two lists should be looked through carefully once a month by the proprietor or manager. Goods in the first list which show a disposition to habitual idleness should be discharged after a sufficient trial—i.e., sent back to the jobber for credit. The "dead" list should be hammered at perseveringly and unceasingly till no "remains" remain. These lists will be found great time-savers in watching stock.

DON'T POSTPONE THE DAY OF RECKONING!

Though the salvage from some single item of stock may be considered very small, it must be borne in mind that the amount of idle stock in the average drug store constitutes an excessive proportion of the 5000 to 15,000 items carried. Therefore economy practiced throughout this list would net a considerable sum. In any case, there comes a time in the life of every store when the dead-stock evil must receive immediate treatment. Continually to allow idle goods to accumulate is only postponing the day

*A card-index for the store was described by Mr. Lebo-wich in the December BULLETIN.—THE EDITORS.

of reckoning, and when it does come the loss is greater for every year of delay.

Disposing of the idle stock is a somewhat difficult operation, and it is because of the druggist's disinclination to undertake it that he aggravates his mistake by making the future burden increasingly greater for the sake of present ease.

While the druggist, being a business man, "must often venture to often gain," he should on the other hand systematically keep his stock in rotation. No item should be allowed too long a period of idleness. With the cash obtained from the salvage of "dead" stock many more ventures can be made in the buy-

ing of new stock than would otherwise be possible, thus increasing the opportunities for profit.

After the dead-stock evil has once been remedied, the druggist should not again relax his vigilance over his stock. After new stock has been "planted" on his shelves, he must be constant in his efforts to keep the "weeds" out. Then will the flowers blossom and prove a delight to the eye. In such a garden the useless weeds cannot make headway. Then will it be impressed on the druggist's mind that the pound of cure is less desirable than the ounce of prevention, and that eternal vigilance is the coin for which the latter may be had.

MORE OR LESS EDUCATION?

Education and Legislation Will Not Prove Panaceas in Pharmacy—What is More Sorely Needed is a Higher Degree of Efficiency in Our Boards of Pharmacy—In Large Measure They Furnish the Key to the Situation.

By W. R. OGIER,

Secretary of the Ohio Board of Pharmacy and ex-editor of *The Midland Druggist*.

Echoes of one of the turbulent sessions of the Section of Education and Legislation of the American Pharmaceutical Association during the meeting at Indianapolis are resounding through the pharmaceutical press.

So warm has the controversy become between the leaders of the factions in favor of and against higher standards of preliminary education before entering upon the technical study of pharmacy, that the real issue is liable to be obscured by reflections of a personal character—reflections which are always worse than useless in leading to a wise conclusion as to what is the best course to follow at a certain period.

DOES EDUCATION EDUCATE?

It requires not a little courage for an intelligent person in this day to oppose limited, or even unlimited, education for the youth of our country regardless of the relations in life which a boy or girl is likely to sustain. We are running to education as the sole method by which satisfactory conditions are to be reached in every department of endeavor, while small thought is being given to the quality or thoroughness of the training which is offered, and

none at all to the cultivation of those finer or ethical qualities which are basic principles upon which the entire social and economic fabric of the near future must be established.

Appearances indicate that the more literary education a boy or girl acquires, the less inclined, if not the less qualified, he or she is to engage in strictly industrial labor. Our Chief Magistrate in his recent message to the Congress dwells upon this apparent fact in urging an increase in technical and industrial training, and he plainly states that the educational work of the past has been too exclusively literary, and that its tendency has been to unfit boys and girls for industrial work and to make them reluctant to go into it.

In our cities the men who are building the sewers, laying the water-pipes, constructing the trolley lines, and working in our huge industrial plants are mostly foreigners or negroes, so that our unparalleled industrial progress has been made possible, and this splendid civilization has been achieved, by the toil of those whom our American youth have been accustomed to regard with something less than admiration. The American boy with a literary

education is hitching his wagon to some professional planet regardless of the fact that the professions are only a small factor in the advancement of a civilization.

IS PHARMACY A PROFESSION?

What is pharmacy in America now, if it is not an industrial pursuit? Argue as we will, elevate standards as we may, hedge up the approach by legal restrictions and literary educational requirements as much as we may desire, these things do not make pharmacy something which it is not in actual practice. It has no professional standing among its own followers; it has little among men in other professions; the public which it serves so uncomplainingly regard it much upon the same level as the pursuits of other tradesmen, and such it will continue to be so long as it is conducted as a commercial or industrial pursuit.

A course in even the best schools of pharmacy does not of itself qualify one to engage in the drug business on the plane where it is found, and the really important part of the training must be acquired under conditions which the American youth of eighteen with a high-school education regards as beneath his dignity. The small compensation, the menial work, frightens him from pharmacy, and the more literary education he has the less likely is he to choose it for his life-work. This may account for the scarcity of drug clerks as well as for the fact that the average of ability of young men seeking to enter pharmacy is lower to-day than ever before.

If our grammar schools were what they should be, a youth with a grammar-school education would be qualified to enter upon the technical training for a pharmacist, but even our high schools turn out many young men after a four-years' course who are incompetent to enter upon technical training of any sort.

It is argued with some force that the condition of pharmacy may be materially changed for the better through making the qualifications for entrance more rigid, thereby reducing the number of drug stores so that those remaining may be evolved from bazaars into pharmacies. But while our methods of education, and the legal restrictions in operation for the last twenty-five years, may have contributed toward limiting the number of drug stores, it can hardly be claimed that they have restricted

them to the point which is necessary to improve the character of those that remain.

According to a recent directory there are in Ohio 2280 drug stores, and this number is no larger than twenty years ago; in fact, it is not so large if the increase in population is considered. Had there been no legal or educational restrictions the number at this time might have been four or five thousand, but the average standard of pharmaceutical practice in those that do exist has not been raised to a degree that is noticeable.

THE KEY TO THE SITUATION: IMPROVE THE BOARDS!

In the opinion of this writer the boards of pharmacy hold the key to the problem which is causing such heated discussion, although it must be admitted that before the key is inserted it will need some vigorous polishing. In this direction the American Pharmaceutical Association might well inaugurate some reform toward securing a better average of ability in men who are selected for these highly important positions.

The panaceas for all American discomforts are not education and legislation. Individuals as well as methods should be considered. While there should be a few changes in many of the pharmacy laws, mostly in the way of securing reciprocity in registration, the average of the State pharmacy laws is much better than the average of the men who are called upon to execute them. If the examining boards were such as would prepare with scrupulous care the examinations offered, giving sufficient thought to these and the other duties of their office so that in every instance it would be possible to admit to the practice of pharmacy those who are *really qualified*, and invariably exclude those who are not, "the standard" question might rest for a time. If the ideal state is to be reached through higher standards of instruction (and it may no doubt be done in that way) then it might be well to abolish the boards of pharmacy; but more direct and immediate results might be secured by raising the standards of qualification *in the boards*, so that the wayfaring man might be given a chance and the more highly polished one suffer no inconvenience.

Will it be done after this fashion? Perhaps not. Reforms are like rivers—they run in well-defined channels, no matter how tortuous, while all the canals that are built to straighten them are a waste of effort?

READING THE SIGNS OF THE TIMES.

A Plea for Pharmacy to Awake to its Responsibilities and Opportunities in Order that it May Increase its Authority and Usefulness—Loss of Power Will Be the Penalty of Indifference—A Preachment Based upon Secretary Root's Recent Speech.

By EDWARD KREMERS,

Dean of the School of Pharmacy of the University of Wisconsin.

At the annual dinner of the Pennsylvania Society of New York, given December 12 of last year, at which Secretary Root was the guest of honor, he called attention to the tendencies toward centralization in the national government, to the corresponding loss of prestige of our State legislatures, and to the causes of these correlating tendencies.

SECRETARY ROOT'S WARNING.

"I submit to your judgment," he is reported to have said, "and I desire to press upon you with all the earnestness I possess, that there is but one way in which the States of the Union can maintain their power and authority under the conditions now before us, and that way is by an awakening on the part of the States to the real question of their own duties to the country at large. Under the conditions which now exist, no State can live unto itself alone and regulate its affairs with sole reference to its own treasury, its own convenience, its own special interests."

This great truth applies fully as much to trade-unions and professions in their relation to society at large as it applies to the individual States in their relation to the nation.

When, in 1829, the Medical Faculty of the University of Pennsylvania announced that it would give lectures on pharmacy and award the degree of "master of pharmacy" upon such apothecaries as had attended two courses of lectures and successfully met the requirements of an examination, the druggists of Philadelphia arose like one man to deny the right of the medical fraternity to meddle with what they regarded as their private affairs. The first college of pharmacy, *i.e.*, an organization of pharmacists for professional purposes, was the result.

Similar colleges were organized in several of the larger cities of the East, as the first wave of enthusiasm for professional independence swept across the country. But before a few years had elapsed there was strife among the recently created pharmaceutical colleagues in the City of Brotherly Love,

and much of the energy of those who remained true to the professional ideals set up by the college had to be directed to combat the enemy within the ranks.

The result was that pharmacy did not make such progress as could reasonably have been expected of it. A second effort, however, was made in the organization of the American Pharmaceutical Association. An organized protest was inaugurated against making the United States the dumping ground for poor drugs and impure chemicals from abroad.

But while Europeans were in part taught the lesson that American pharmacists resented the notion that "any old thing" in the drug line was good enough for America, the internal development of American pharmacy still lagged behind. The Civil War not only gave an enormous impetus to pharmaceutical manufacturing and thus paved the way to make the old-fashioned apothecary a mere vender of drugs, but it also increased the ranks of the retail druggist with men who had not even the rigid training of the old-fashioned apothecary.

The result was restlessness among the people. That politicians took advantage of the indifference of the pharmacists who refused to read the signs of the times seems but natural to us now as we look backward to the enactment of the so-called Irving law in New York in 1870. Fortunately for the druggists of this country the New York politicians proved too grasping, and they were compelled to retire after having mulcted the druggists of New York City to the extent of \$25 per capita.

The principal argument of the druggists was that the law, while it demanded an educational test, *provided no means whatever that might enable the prospective druggist to acquire the necessary education.*

HAS PHARMACY DONE ITS DUTY?

As already indicated, the druggists were successful in dethroning the politician. What was equally important, the movement that had started in New York spread like wildfire all over the country, and

resulted in the legal establishment of professional autonomy of the druggists in the several States by the enactment of State laws and the appointment of State boards.

The opportunity for the druggists to make good their claims that they wanted well-educated successors had come. How did they make good this claim, which was the main argument against the Irving law presented before the legislature at Albany in 1871?

Not until the beginning of the next century did the druggists of New York make any organized effort to live up to such an ideal. Success was had only when the legislature was appealed to and when it enacted a law making a minimum educational standard the legal requirement.

What is true of New York is equally true of the other States. The druggists, *e.g.*, who organized the Wisconsin Pharmaceutical Association in 1880 lived in the hope that the next generation of pharmacists would be well educated generally and possess a good technical training. But what has been the result? The drug store has become less and less efficient as a training school for pharmacists, and yet how few of our apprentices and clerks seek a college education? The cramming schools which some of them attend preparatory to the State board examinations have no educational or technical value whatever. Aside from the personal advantage that the attendants may successfully pass the examination, they are a positive harm to the individual and an increasing menace to the profession.

Many of the candidates before the State board cannot write ordinary English; fully as many cannot do simple problems in applied arithmetic; still smaller is the number capable of logical thinking. They may be excellent salesmen of toilet articles; they may be able to discuss the latest football news while selling cigars; they may be experts in avoiding the payment of a saloon license, as has been the case with hundreds of druggist-saloonkeepers in Massachusetts, Kansas, and other States; but they are not pharmacists to whom we should like to entrust the lives of our sick relatives and friends.

What has been the general result of this half-hearted, compromising policy of the first quarter of a century of pharmaceutical control by our State boards, backed by the State associations? The net result has been this, that in State after State the pharmacists have been deprived in no small part of that professional autonomy for which our profes-

sional forefathers fought in the establishment of the older colleges, and for which they fought a half-century later in the organization of State associations that worked for the passage of pharmacy laws.

THE THREATENED LOSS OF AUTONOMY.

That the people are again becoming restless as they did after the Civil War, and are clamoring for legislation that will deprive the pharmacist of the professional autonomy which has ever been so dear to our most enlightened leaders, became apparent some years ago. Ever since the writer has wielded the editorial pen he has sounded notes of warning from time to time, pointing out that the food and dairy commissions would more and more become the legal superiors of the pharmacist.*

This prophecy became true only too soon. In more than one State the examination of drugs, medicinal chemicals, and pharmaceutical preparations has been taken out of the hands of the State pharmacy boards and has been placed in charge of food commissioners. The latter have not infrequently held their position because of political pull, and if zealous in the performance of their duty have shown decided inclination to agriculture, but little or no interest in pharmacy.

The national pure food and drug law that has just gone into force has worried druggists all over the country. In its enactment the pharmacists of America have taken little part. The principal speakers that pretended to represent American pharmacy at Washington in their attempts to defeat legislation of this kind during the past ten years have been the manufacturers of secret nostrums. So strong, however, had public sentiment become that a bill of "one sort or another" was passed last winter. If enforced, this law will no doubt become the stepping-stone to better legislation and thus lead to an improvement in the quality of drugs, chemicals, and preparations used in the treatment of the sick. But this improvement will be accomplished by further loss of professional autonomy. It is because the several State pharmacy boards and associations neglected their duty in this respect that the public clamor finally forced from a reluctant Congress this law in so far as it pertains to pure drugs, medicinal chemicals, and pharmaceutical preparations.

*See *Pharm. Rev.*, 1896, 14, p. 121; 1898, 16, p. 128; 1899, 17, p. 242.

As State organizations we must maintain higher educational and ethical ideals lest generation after generation be deprived of what professional autonomy still remains. Not only do we as a profession fail to receive recognition by the medical profession so far as representation on boards of health and sanitation is concerned, but, as in the first half of the nineteenth century, physicians are again finding fault with the deficient education of the pharmacist and are thereby preparing the public mind for further assaults upon our professional autonomy.

PARAPHRASING SECRETARY ROOT.

This note of warning has been sounded not because of personal interests, but because of the future welfare of our profession which I have at heart. In

closing, I can do no better than to paraphrase Secretary Root's warning which served as a text for these remarks:

"I submit to your judgment, and I desire to press upon you with all the earnestness I possess, that there is but one way in which the profession of pharmacy can maintain its power and authority under the conditions now before us, and that way is by an awakening on the part of our profession to the real question of our own duties to society at large. Under the conditions which now exist, no calling can live unto itself alone and regulate its affairs with sole reference to its own pecuniary advantage, its own convenience, its own special interests."

FATAL DEFECTS OF THE SHERMAN LAW.*

It Fails to Discriminate Between Just and Unjust Restraint of Trade—It Thus Does Harm Rather than Good—Examples of Necessary Combinations—How and Why the Law Should Be Amended to Serve its Original Purposes.

By HON. CHARLES G. DAWES,

Ex-Comptroller of the U. S. Currency.

[NOTE BY THE EDITORS.—This clear-cut and convincing argument of Ex-Comptroller Dawes, exposing the fundamental defect of the Sherman anti-trust law, has an important bearing upon the case now pending in the United States Courts against the so-called "drug trust." Mr. Dawes's views are a substantiation of those which have been expressed editorially in the BULLETIN from time to time, and which we touched upon last month in discussing Judge Archbald's decision in the Loder case. In a word, the Sherman act is in the highest degree unfair, and subversive of the best interests of the public, because it fails to discriminate between just and unjust restraint of trade. That it should be amended no fair-minded man can well deny after reading Mr. Dawes's article.]

The fatal defect of the Sherman anti-trust law is that it does not clearly define the crime to which it attaches a punishment. It makes criminal "every contract, combination, etc., in restraint of trade or commerce among the several States or with foreign nations." Since many trade agreements in restraint of trade are not injurious, but beneficial to the public, and neither inherently nor consequentially

criminal, it penalizes by this general definition both good and bad acts—agreements which are a public benefit as well as those which are a public evil.

BENEFICIAL "RESTRAINTS OF TRADE."

If, for instance, competitors agree to compete only in the sale of pure, as distinguished from adulterated, goods, such an agreement, though in restraint of trade, is of great public benefit. When the object of a contract in restraint of trade is to preserve high standards in products, to prevent deception in sales, or to prevent waste and loss by avoiding the overstocking of localities with perishable merchandise like fruits and meats, where the demand in a given time cannot possibly equal the supply, such a contract is a public benefit. The contract in restraint of trade which has for its object the extorting of an unreasonable price is the one which the law should seek out and punish. But the Sherman anti-trust law, by including all agreements in restraint of trade as criminal, has made the law difficult to enforce, for the inclusion under any law of good and bad acts as equally criminal inevitably

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discourages its enforcement. Agreements among competitors not to sell below cost may be of public benefit as preserving a larger area of reasonable competition. If under such an agreement large corporations do not sell below cost in particular localities in order to destroy the local competitor, and thus be enabled later to exercise a monopoly and raise prices higher than ever, such an agreement would certainly not be injurious in the long run to the public.

COMBINATIONS OF THE SMALL DEALERS.

It is a matter of common knowledge that certain agreements in restraint of trade are for the purpose of preventing the destruction of competition; they aim to keep the smaller business concerns in existence. Business men sometimes combine simply to exist, not to extort. It is for the reason that the Sherman anti-trust law classes as criminal beneficial agreements in restraint of trade along with those which are unquestionably injurious, that for the sixteen years which have passed since it went into effect it has proved, practically, a failure. It was enacted in 1890, as the cycle of national prosperity was about to end, and had its origin in general conditions much similar to the present. In periods of prosperity often come the supreme efforts of the community to rectify the evils from which it suffers. As the law was passed sixteen years ago to correct industrial evils, now comes an effort to enforce it for the same purpose. In the meantime many of the States have passed laws modeled after the Sherman anti-trust law; the efforts on the part of the national administration to enforce it in connection with interstate business have their counterpart in similar efforts on the part of the States.

I think it is generally recognized that but little in the way of practical results has been accomplished by the anti-trust crusade. Certainly there has been no change in railroad ownership and rate conditions in the Northwest as the result of the Northern Securities Company case, which is the most important of the recent cases brought under the Sherman anti-trust law. In its present form, too, the Sherman anti-trust law encourages the constant incorporation into larger concerns of any number of competing concerns less than the whole number, for by this means the result of any kind of trade agreement can be legally secured and certain powers legally exercised which the law now forbids. It is thus one of the worst enemies of competition, for it

directly encourages the absorption by consolidation of troublesome competitors.

THE LAW SHOULD BE AMENDED.

One reform needed in the law is a clearer definition of what shall constitute illegality in trade agreements, and the exemptions from its provisions of such agreements as are not *injurious* to trade, whether they may be in *restraint* of trade or not. A law should no more assume that a trade agreement is criminal than the law assumes an individual guilty before trial. Under the law as it is at present the definition of the crime is left to judicial determination, and it has not yet been defined, but will only be defined as each case arises. The business community is, therefore, left in doubt as to what may constitute a crime under the law. This indefiniteness, introducing into business, as it does, an element of doubt and uncertainty as to trade agreements, operates to the disadvantage of the scrupulous business man and in favor of the unscrupulous business man, and it discourages the formation of good trade agreements and encourages the formation of evil ones.

Scrupulous business men desire to take no risks with the law, and refrain from such acts, but unscrupulous business men break the law with more impunity, since to include under any law good and bad acts as equally criminal makes its enforcement difficult. Real business malefactors would much prefer the *status quo* of the anti-trust law, which has been proved impracticable, to a law which can be generally enforced. The attempt to enforce this indefinite law, which gives necessarily such wide latitude and discretion to executive officers in their right to proceed against corporations and individuals, has created the appearance, at least, of favoritism in its application, and has resulted in a lack of uniformity in the treatment of cases arising under it. If real progress is to be made toward the solution of the vexed industrial problems which confront the nation, this law should be amended, as stated before, so as to clearly define what shall constitute illegality in trade agreements. In addition, it should be amended so that a trade agreement, whether an agreement in restraint of trade or not, may, prior to its consummation, be considered by a commission in its relation to the public interest. Beneficial trade agreements should then be legally sustained and indorsed, and bad ones forbidden, and if consummated, punished.

FOUR VITAL POINTS.*

Things which Every Druggist Should Know About His Business—A Paper on Expenses and Profits—
How a Knowledge of Them May Be Acquired Accurately—The Numerous Ways
in which this Information May Be Turned into Money.

By HARRY B. MASON, Ph.G.

There are four things which every druggist, as a commercial man, should know about his business, but vital as they are, I fear the majority of druggists are in ignorance of them.

THE FOUR ESSENTIALS.

1. Every druggist should know his percentage expense of doing business.
2. He should know his average gross profit, estimated on the total volume of sales.
3. He should know whether certain important lines or departments, like those involving cigars, candy, and soda, are making or losing money for him, and if they are making money, how much.
4. He should know for a certainty what his total annual earnings are from the entire business.

Now why is it necessary to know these four things? Because they are absolutely fundamental to the wise and successful conduct of any business. Without such facts at command one is completely in the dark and is in no condition to guide his craft skilfully and well. He is like the physician who attempts to treat a case without first taking the temperature, feeling the pulse, looking at the tongue, examining parts of the body which may be affected, or inquiring as to the patient's symptoms.

The two cases are exactly parallel, and I do not think I need dwell further upon the comparison to force the point home.

There are hundreds of druggists in this country to-day who are losing money on their business and who will not discover it until the sheriff comes along and sells them out. There are thousands who, not deceived to quite this extent, are not making anything like so much money as they fancy; and there are other thousands who might make much more than they do if they only understood the exact condition of the patient and consequently knew where and when to apply the corrective treatment.

PERCENTAGE EXPENSE VS. GROSS PROFIT.

Let me take up the four things which I have declared to be essential, and examine into their necessity with some detail.

The relation between the percentage of expense and the percentage of gross profit is one of vital significance. It throws a flood of light upon the business and makes improvements possible in a thousand ways. An address could be delivered on this subject alone, but I must content myself with a few observations only.

Suppose it costs 30 per cent to do business—30 cents to sell a dollar's worth of goods. Here, then, is a fact which should be considered every time the price is established on an article or line of articles. It is of course perfectly true that one cannot always advance the selling price sufficiently beyond the line of expense. Many "patents" have to be sold at an actual loss, when the cost of selling them has been added to the cost of purchasing them. Many other articles, particularly in cities where the competition of the large druggists and the department stores keeps prices down, have to be sold at very close margins if not at an actual loss. But above and beyond such lines, there is abundant opportunity here and there to establish selling prices which will counterbalance the losses and make the gross profit average up satisfactorily.

In another paper I have commended, and I want again to commend, the practice of a successful Detroit druggist who aims to make 100 per cent on drugs and prescriptions and fifty per cent on sundries. Even at that his average gross profit is but 41, the small margins or even losses on "patents" and other goods bringing down the figure greatly. It will perhaps be remembered that Mr. Falkenberg, the Chicago druggist, attained some notoriety in the drug journals a year or two ago by insisting that one should make 200 per cent on his prescriptions if he desired to get an adequate reward for his time and skill, and if he wanted to have his business as

*Read before the Philadelphia College of Pharmacy, Dec. 18, 1906.

a whole yield him the returns that ought to be realized—and it may be said in passing that Mr. Falkenberg wasn't so far wrong as he might have been.

APPLYING THE ELEMENT OF PERCENTAGE EXPENSE.

Returning to the factor of average percentage expense, it may be said that this should of course not be applied with hard and fast rigidity. It costs more to sell some goods than others. A rapid-selling patent medicine, permitting of frequent turnovers of capital, involving no such waste as cannot be escaped in bulk goods, and consuming little of the clerk's time in making a sale, can be handled at a much smaller expense than prescriptions, loose drugs, or even candy. Some allowance should be made for these differences, and when it is made it will be seen that patent medicines and similar ready-for-sale goods are after all disposed of at a larger net profit, or certainly at a smaller loss, than otherwise seems to be the case.

But despite this the small druggist has to be guided more or less clearly by his average gross profit, and he cannot follow the practice of the well-organized department store in considering each department a separate unit, with its own percentage expense and set of figures and rules generally.

It is a good idea to estimate the percentage expense in two ways: by the customary method of including the proprietor's salary among the expenses, and also without this element of cost. Often this plan is of great help. Suppose, for instance, that some article will at best pay a gross profit of but 26 per cent. Your total percentage expense, say, is 30 per cent. Your expense minus your salary is 22 per cent. Such an article, then, is seen to pay a part of your salary allowance, and not to be carried at an absolute loss to your pocketbook. This may prove a comforting assurance if the article is one which a trade demand necessitates that you keep in stock.

WHAT THE NET PROFITS OUGHT TO BE.

In general it may be said that there ought to be a difference of at least 10 per cent between the percentage expense and the gross profit—and the ideal should be to attain as nearly to the 15-per-cent mark as possible. The average expense of the average druggist is about 30 per cent. The average gross profit is about 40 per cent. If the expenses can be screwed down a point or two, or the profit screwed

up, or if both feats can be performed, so much the better. But at the least the two factors should be kept at the respectable distance apart of ten points. As a drug business gets up into fifteen or eighteen or twenty thousand dollars a year, it ought to be practicable in most cases to have a percentage expense not greater than 23 or 25, and in the smaller towns a point lower down than that can be reached.

If the facts could be known, I have no doubt that many druggists would find to their great surprise that they were actually making much less than 10 per cent net. A Chicago druggist, recently persuaded to estimate his percentage expense and his gross profit, was chagrined to discover that one was 32 per cent and the other 36 per cent. Once in possession of the facts he was in position to apply corrective agencies wherever possible, and I venture to say that he will never again be lulling himself to sleep in the fool's paradise from which he was so grateful to escape.

THE CALCULATION OF PROFITS.

Now it must be understood that everything I have said and shall say about gross profits has reference to the profit on the sale price instead of the cost price. Expenses are always estimated from the sales, and profits ought to be estimated from them also in order to permit of ready comparisons on the same basis. There is a chance for confusion here and the point ought to be clearly realized. Suppose you pay \$1 for a certain product and you desire to make 35 per cent on it gross. If you make the mistake of adding this 35 per cent to the cost price you will sell the article for \$1.35. Now it will cost you, let us say, 28 per cent of the selling price to handle the article, which amounts to 39.2 cents, so that while you think you are making a net profit of 7 per cent, you are actually losing 4.2 cents on the transaction!

In this connection a few rules may be of assistance. In order to make a profit of 16 $\frac{2}{3}$ per cent of the sale price, add 20 per cent to the cost; for a 20-per-cent profit add 25 per cent; for a 25-per-cent profit add 33 $\frac{1}{3}$ per cent; for a 33 $\frac{1}{3}$ -per-cent profit add 50 per cent; for a 40-per-cent profit add 67 per cent; for a 50-per-cent profit add 100 per cent.

ARE THE DEPARTMENTS MAKING OR LOSING MONEY?

So far I have discussed the necessity of knowing the first two things in the list of four essentials given at the beginning of this paper—the percentage of expense and the percentage of profit. Now let me say a word about the remaining two. As the third

essential I have stated that the pharmacist "*should know whether certain important lines or departments, like those involving cigars, candy, and soda, are making or losing money for him, and if they are making money, how much.*"

As one of the editors of a pharmaceutical journal which has recently devoted considerable space to the discussion of these business topics, I have within the last year seen many letters from retailers throughout the country which have been full of significance, and which, could I quote them, would illustrate and enforce many of the points which I am striving to make clear in this paper. Several of the letters would be found freighted with meaning in this particular connection.

In one case, that of a Cleveland druggist, we convinced him from his annual statement that he was losing money constantly on both his candy and cigar departments. He had kept separate records of these two departments and of the soda business also. From the figures we found that while the cigar trade yielded theoretical profits of perhaps 25 or 30 per cent, he had actually made but 16 per cent, and that, since his percentage expense was 28, he had lost 12 per cent! Just where the leak was I do not know. Once in a while clerks smoke "on the house." Occasionally cigars are filched from the tops of the cases where some dealers exhibit them. In certain cities competition with the United Cigar Stores Company and other concerns brings the selling prices down below a living profit for the retailer operating under a considerable expense.

The candy department of this Cleveland druggist was seen to yield him a gross profit of only 25 per cent, and so he lost 3 per cent on that. His percentage expense, estimated without his personal salary, was 23, so that the candy department paid little even toward his own salary, and less than nothing toward making his capital productive. It may be said in passing that bulk candy involves a bigger waste than is realized by most druggists. Clerks are often careless in weighing it, and there is a temptation to take a piece now and then, besides handing one to the customer—especially if the latter happens to be an attractive girl.

WHEN SHOULD A DEPARTMENT BE DROPPED?

Now it must not be hastily assumed that the Cleveland druggist should have thrown his cigar and candy departments overboard because they

failed to bring him a profit on the face of the returns. Chas. H. McConnell, proprietor of the Economical Drug Store in Chicago, whose daily sales exceed a thousand dollars, found some years ago that his soda and cigar departments were actually losing money for him, and he promptly abandoned them. But this step cannot always be taken by the small retailer. Why? Because if one department is thrown out, and something else cannot be put in its place, the total sales are reduced and the percentage expense is consequently increased. Let me state the situation in another way: the average druggist has a stationary expense; a given department or line, unless it be that of soda, will usually require no more help and no additional expense of any kind; there really is no expense attached to it, then; and the gross profit becomes net profit—everything made is "velvet." It would therefore be unwise in most instances for the small retailer, with limited possibilities, to throw out a department which paid him only 20 per cent unless he could put in another which paid him more. The large dealer can do this. Ordinarily the small dealer cannot.

But some one might reply to me at this juncture: If we are going to keep our departments anyway, what good will it do us to know the detailed facts concerning their rate of profit? Much good—much good. Every line and every department should realize certain returns—returns which are of course different in every case. One ought to know whether a department is "making good" or not. If it is failing to do so, systematic efforts should be made to stop the leaks and correct the situation. The clerks must be told that the department is not doing what it ought, and they should be put on the *qui vive* to improve matters. *Knowledge is power!*

And it must be obvious to every merchant that as few goods as possible should be sold at a profit below the percentage expense, and as many as possible above it. By no other rule can a satisfactory average be yielded. If it is necessary to carry a lot of stuff that pays indifferently, the thing to do is to expend a little gray matter in planning to put in something that will pay handsomely and bring up the average.

Now as for the fourth essential fact which every druggist ought to know, this is in a sense confirmatory of the other three and consequently need not be discussed at length. A man should know what his annual earnings are in order that he may under-

stand whether the business yields him as much as it should, and in order, also, that he may decide upon his living expenses intelligently. But he should know this fact *with absolute certainty*. That many druggists deceive themselves as to their income by faulty methods of calculation, or by no calculation at all, has been borne home to me after considerable observation and experience.

THE METHOD OF BOOKKEEPING.

Now granting the necessity of knowing the four things which I have declared to be essential to every druggist, the question arises: How may they be learned easily and simply, without expense of time and labor?

After I had read a paper on one phase of this general subject at the last meeting of the American Pharmaceutical Association, a pharmacist came to me privately and said: "I must admit that I am one of the foolish druggists who keep no business records, but my excuse is that I am busy and have no time for them." Others have expressed similar views, and there is no doubt that many druggists are deceiving themselves with the assumption that a great deal of time would be consumed in making proper records of their business operations. Still others, again, do not know how to go about the task.

I mean to outline a simple method that will not take five minutes a day, and that can be practiced in connection with the handling of customers' accounts. Let me say at the outset that this plan will not please merchants who keep thorough and complete records of everything, and who use a double-entry system for the purpose. While the latter method is the ideal one, and while it is employed by all the large retailers throughout the country, I am quite convinced that it would be useless to expect the average druggist to adopt it. He will throw the whole thing aside if too much is expected of him.

Now to begin by summarizing in a single paragraph what the necessities of the case require, let me say that the only records which are absolutely essential, and to which I shall consequently confine myself in this paper, are those involving (1) the sales, (2) the purchases, (3) the expenses, (4) the inventory, and (5) the purchases and sales of departments like soda, candy, cigars, and any other line that the proprietor might want to watch for a

year or perhaps constantly. This is all—and it is certainly easy and simple enough. If in addition a cash book is kept, so much the better, but I am confining myself in this paper to the absolute essentials.

Deduct the annual purchases from the annual sales and you have the gross profits. Deduct the expenses from the gross profits and you have the net profits. But you need two checks on these figures, and these are provided by the inventory and the accumulation of surplus cash in the bank or elsewhere. The inventory may show that the stock has increased or decreased, and you may consequently have made several hundred dollars more or less than you would otherwise imagine.* Any increase in the inventory should be added to the gross and net profits; any decrease should be deducted from them.

This would give you the final figures except for the additional check provided by the cash accumulations. To go back a little, we have seen that the net profits as first calculated are to be supplemented by the extent to which the stock has increased. A small portion of the year's profits, then, are represented in stock, and the remainder in cash. Now waiving the item of stock appreciation, and considering only the cash returns, it is evident that the latter must tally approximately with the money which has accumulated in the regular bank account, plus any amounts which you may have drawn out during the year in excess of your definite salary or for outside investments. Sometimes a difference is disclosed here that changes the results considerably; and indeed no druggist is in position to estimate his profits for the year accurately unless he corrects them by means of the inventory and careful cash records.

Now it is of course readily seen how the four things which I have declared to be essential can be learned from the foregoing records. (1) The percentage expense is gotten by dividing the annual expenses by the annual sales. (2) The percentage of gross profit is gotten by dividing the annual gross profits by the annual sales. (3) The necessary facts regarding the success or failure of certain departments are gleaned from the department records,

*A Toronto druggist, failing to take an inventory for two years, found that his stock had increased \$1600. An Indianapolis druggist, on the contrary, was surprised to find last year that his stock had decreased over \$500. Many actual instances could be cited to show what fluctuations the inventory discloses, and how markedly it changes the results.

concerning which I mean to say more in detail later on. (4) The total annual income is obtained by adding the proprietor's salary to the net profits of the business.

DETAILS OF THE METHOD.

How are these records of sales, purchases, expenses, and so on to be kept? I shall not outline any hard and fast method. Each druggist may devise a plan which seems to him best and which fits most harmoniously into his bookkeeping system.

The simplest way would be to use a plain ruled book, make upright columns for the several sets of figures with the exception of the inventory, and devote each horizontal line to one day's records, having the date in the first column at the left. The columns at the end for the department statistics should each have two spaces, thus providing for both sales and purchases. The book would then look something like this, subject to such modifications as each druggist might find desirable:

DATE.	SALES.			PUR- CHASES	EXPENSES.			CIGARS.		SODA.		CANDY.	
	Cash.	Credit.	Total.		Self.	Clerks.	Misc.	Sales.	Purchases.	Sales.	Purchases.	Sales.	Purchases.
January 1													
January 2													
January 3													

As for the original entries, these could be treated exactly as you treat charges or credits for or against customers. Make them in a day-book if you use a day-book: put them on slips if you use slips. Every time you buy a bill of goods, or pay out money for an expense, or figure up the day's sales, or do anything else falling within the scope of these business records, simply enter it as you would when a customer buys goods on credit. In posting from the day-book or the slips, carry the customers' accounts to the regular ledger, and the business records to the special ledger, giving totals only. If it takes you ten minutes every morning to do your regular bookkeeping, it won't take you three minutes more to include this special business bookkeeping. Is it not worth this slight expense of effort?

Something ought to be said in detail about these various records. Total sales for the year of course include credit as well as cash sales: how are the for-

mer to be handled? There are several methods. One would be to consider all payments of accounts as cash sales, and record them daily as a part thereof. At the end of the year the standing accounts could be deducted from those of the year before, and the decrease or increase subtracted from or added to the sales. A better way, perhaps, would be to have three spaces in the sales column, one for cash sales, another for credit sales, and a third for the totals. This method would enable you to watch your total sales from day to day and month to month.

THE DEPARTMENT RECORDS.

The department records, it will be seen, are in part repetitions of the general records, and this would grieve the heart of the double-entry bookkeeper whose principle it is never to have the same item charged against two accounts at the same time. But as long as we understand that we are repeating charges no particular harm is done. What we are to record concerning the departments are merely the sales and the purchases. Both are recorded elsewhere against the general business, and are only repeated separately in order that we may know how each department stands when considered by itself.

The department sales are easily arrived at, either by using a separate money drawer or cash register for each department, or by figuring up the department sales every day from the itemized slip made by the general cash register. In either case the credit sales are of course to be added so far as they fall within the different departments. The department purchase records are in the main gotten from manufacturers' or jobbers' invoices, but one must not forget also to make a charge of anything that may be taken from the general stock and used for a department, such as a sponge for the cigar counter, or a few ounces of some flavoring extract for the soda fountain.

The purchases of any department, deducted from the sales, give you the gross profits. It is not practicable for the small dealer, using the same clerks in all departments, and having other expenses common to the general business, to specialize his expense account for any one department. His only method is to apply the average expense of the entire business to the department, and judge the latter by the relation between this general percentage expense and the percentage of gross profit which the department is able to realize. Of course, as in the busi-

ness at large, the figures must be corrected in the light of the inventory showing.

ONE OR TWO POINTS.

Now there are innumerable other things one might say with profit in discussing these various records, but I fear that I have already exhausted your patience and I must be brief. Just a few words more: Don't be deceived as to your earnings by the failure to mark off annually a depreciation in the inventoried value of your fixtures. Ten per cent for the soda fountain (which should also be charged up against the soda department in estimating the profits of the latter), and five for the show-cases and shelving, are the customary figures. Book accounts, too, should be subjected to the same process of depreciation if you would know exactly where you stand.

And then, in charging up expenses, be careful to include everything: proprietor's salary (\$1200, say), clerks, rent, heat, light, freight, advertising, insurance, taxes, license, and the thousand and one little items that should be considered. An interest charge is not legitimate, because you have included your personal salary in the expense account, and what you realize over that is itself the interest-earnings or dividends on your investment of capital. At the end of every year draw up an itemized list

of expenditures: study it carefully, compare it with those of previous years, and see if you are not spending too much money in this place or that.

A FINAL WORD.

Now in conclusion I want to say that the business of to-day is conducted in accordance with scientific principles. It is not without significance that the *World's Work*, a magazine whose main purpose is to interpret American life to the American people, has a department which it calls "The New Science of Business." The old rule-of-thumb method, or absence of method, was good enough in a less strenuous time, but the man who practices it to-day is out of date, and unless he mends his ways he will inevitably be thrust aside in the struggle for existence. In spite of all the pessimists say, there never was a time when such opportunities present themselves as may be found to-day, and this is as true in pharmacy as it is in other occupations. But it is just as true that there never was a time when it was so easy to fail. This is paradoxical, but it states the fact. There are plenty of prizes, but they are captured by the men who use method on the one hand and who are possessed of brains on the other. The first is more or less easily practiced: for the acquirement of the second I am unable to suggest any ready means.



A PROGRESSIVE STORE IN THE NORTHWEST.—This shows the pharmacy of George H. Brown & Co., in Sheridan, Wyoming. The store is conducted with energy and success and is one of the most prosperous in the State. Mr. Brown is an up-to-date druggist in every respect.

SELECTIONS.

SHALL OHIO HAVE A PREREQUISITE LAW?

In view of the increasing probability of near-by States following the lead of New York and Pennsylvania in adopting legislation requiring graduation from a reputable college of pharmacy before registration, it is "up to" the pharmacists of Ohio to determine what their attitude shall be toward similar prospective legislation for their State.

In this as in every other question respecting legislation, it is important to approach the subject with an open mind, free from prejudice either for or against, willing to weigh carefully the evidence and arguments, and in the end to give an impartial verdict for the side which establishes its case.

First: What will be the effect in Ohio if the latter does not adopt such legislation, while its sister States do?

The result would be greatly injurious to the pharmacists of Ohio, since the latter would immediately become the dumping ground for the incompetents of other States, who, not being permitted to practice in their own States, would flee to Ohio as a sanctuary and home of refuge.

This was the case with the States which did not adopt the graduation prerequisite in medicine until long after their sister commonwealths had done so. They immediately became filled up with the refuse of the medical profession of the more advanced States, and are still suffering from the effects of that exodus.

Second: What would be the effect of new prerequisite legislation upon those already registered as pharmacists in Ohio?

The new law could not apply to them, as retroactive legislation is not constitutional, and hence such a law could have absolutely no deleterious effect upon those already registered as pharmacists.

Third: What effect would it have upon those who are now engaged in clerking, who are not yet registered, but who expect to take the examination at some future time?

Such laws when passed always give those who are in the business but are not registered sufficient time, say one or two years, within which to take the State examination before the graduate requirement goes into effect. All present clerks and others now in business would therefore have ample time to post themselves and take the examination under the present requirements.

Fourth: How would the law affect those who are not now engaged in business, but who expect to enter it at some future time?

If they expected merely to become clerks and assistants it would not affect them in the least, as the law would not apply to clerks, but only to those who expected to become proprietors or managers of drug stores in the future.

Fifth: How would it affect the public?

It would insure them against the future admission of men unqualified by education to engage in the responsible business of selling poisons and medicines, something that is not possible under the present system.

Sixth: How would it affect the profession of pharmacy as a whole?

It would be the most important step ever taken towards raising the profession to the rank which by reason of its important services to the public it should occupy, a benefit which would be participated in by every one engaged in pharmacy, either as assistant or as proprietor. It would place the Ohio pharmacist on a plane of professional dignity similar to that occupied by the European college-trained apothecary, who is recognized as standing on the same plane as other professional men.

The graduation prerequisite would be the best thing that ever happened for Ohio pharmacy. Let every one interested in the professional and commercial welfare of the business in this State put his shoulder to the wheel and help the movement along.—Editorial in the *Midland Druggist*.

HOW TO KEEP CIGARS IN PROPER CONDITION.

We often hear jokes about the bad cigars druggists sell. It is because they do not sell good cigars that they don't have a larger trade. The fault is not in their buying, however, for they usually select good standard brands; the trouble is almost entirely due to the poor way they keep cigars.

There was a time when the cigar dealer was only a general shopkeeper, handling cigars just about as he did everything else, carelessly and with the least possible trouble. Nowadays it is different. If any man expects to sell cigars he should use scientific methods for keeping his stock sweet and moist and fresh, otherwise smokers, at least the trained ones, will not buy of him.

In this store we have two zinc-lined cupboards

behind the counter, with rubber-sashed, air-tight, glass doors and moisture trays under each shelf. The shelves are slatted, being about two feet apart. The cabinets extend from the floor to as high as can be conveniently reached.

The rear part of the store is partitioned off with glass. Built around three walls are shelves, each divided into compartments about two feet square. Surplus stock is kept in this room, which we call the humidior. The floor is of red brick, underlaid with sand. Water is occasionally sprinkled on the floor, which, being porous, remains moist. This is the only means used for keeping the humidior moist. The wet bricks maintain an atmosphere of the dampness of the Cuban climate in which the cigars were manufactured.

The druggist may not be able to have all these conveniences. If he has a large stock—that is, large for a druggist—he can probably afford a zinc-lined cigar cupboard.

But for the average drug-store stock the show-case will fill all the needs. This should be built to order.

The upper, or display, part of the case should have a slatted bottom, beneath that a moistening pan, and beneath the pan an air-tight floor. The lower part, for surplus stock, should have a slatted bottom, beneath that a moistening pan, and beneath that another air-tight floor. The doors to both sale and stock compartments should fit snugly, and should never be left open. The lower doors should fit especially tight. To get the best advertising effect, the whole case, except the doors, should be of glass. At the top, in the rear of both sale and stock compartments, should be fastened "moistening rods," as we call the perforated tube customarily used. There is much contention among cigar men as to whether moisture rises or settles; the easiest way and surest way is to have a rod above and a pan below the stock.

It is in the use of these pans that the druggist is most frequently in error. Nine times out of ten he will fill the pan with water. This is all wrong. The pan and rod should simply contain damp cloths or asbestos. It is just as detrimental to the cigar to overmoisten as not to moisten at all. Once a cigar is overmoistened it is spoiled.

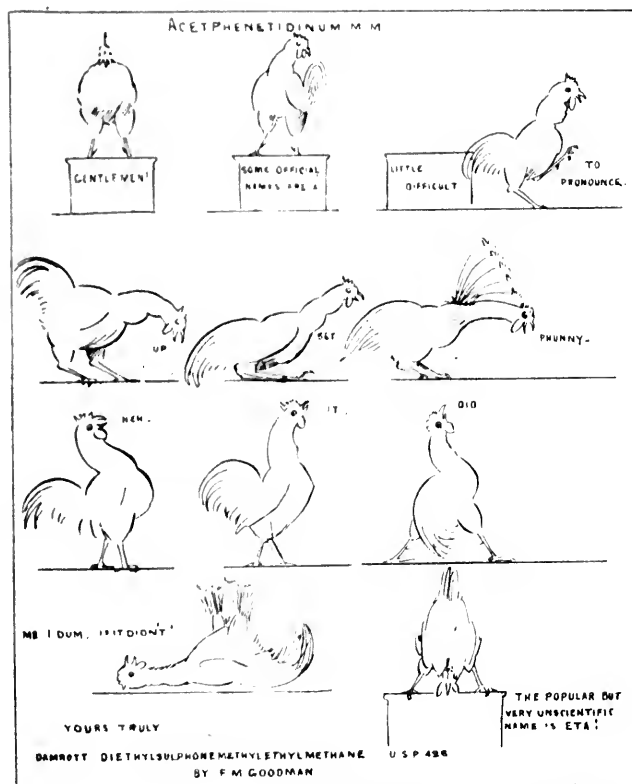
No moistening at all is needed in summer, the natural atmosphere being sufficiently humid. It is in winter that care should be taken to prevent the stock from becoming dry.

Never leave open boxes of cigars outside of the case, unless the sales are very rapid.

Full Havana cigars need more moisture than the seed Havana, and the latter more than the cheaper grades. The full Havana should always be so moist that pressure between the thumb and finger will not give that crackling sound which may be heard when a partly dry cigar is pressed. At the same time it should be dry enough not to feel damp. Cigars may be kept for a very long time with proper care, and the best cigars may be spoiled in a week by carelessness.

Cigarettes and smoking tobacco should be kept free from artificial moistening; in fact, the open shelf is the best place for them. Cigarettes will mold and rot very quickly if not kept dry. For this reason, cigarettes and cigars should never be kept in the same show case, except in summer, when the moisteners are not in use.

Fine-cut and plug tobaccos need no especial care, as they usually contain enough glycerin to keep them moist.—An interview with H. A. MILLER, an authority on tobaccos, in the *Apothecary*.



Dean Goodman, of the Illinois College of Pharmacy, of Chicago, expresses in pictorial language his opinion of some of the official names for synthetics in the present Pharmacopoeia.

LETTERS.

HIGH SCHOOLS IN NEW YORK STATE.

To the Editors:

Permit me to say a closing word in regard to my debate with Dr. Taylor, in your December number.

Dr. Taylor replied to my figures about New York statistics and implied that I quoted and figured wrongly. I desire simply to quote my authorities for the figures I quoted, and then leave the decision of the question, whether Dr. Taylor disproved my figures or not, to the judgment of your readers. In the December BULLETIN Dr. Taylor said:

"The sum of \$100,000 is hereby appropriated for the payment of tuition for non-resident pupils" in secondary schools.

"Not only is free tuition available to every high-school student in the State, but free transportation is provided by 398 districts."

"The State paid last year \$160,361 for the tuition of students from districts having no secondary school."

"Is it not clear that the high school is available to every pupil?"

The following figures are from the official State Report on Education, 1906.

On page 100, this official document says of elementary school receipts: "Tuition from districts under contract and *from individual students not paid by the State* total \$176,814." (Italics mine.)

Page 146: "Financial statement showing receipts," etc.: the counties received "tuition fees":

In elementary schools	\$322,805
In secondary schools	458,073
Total	\$780,878

(If the amount quoted on page 100 is not included in these figures, then the total is \$967,692.)

Page 159: "The total non-resident tuition paid by the State was \$147,697."

If the official statements are correct, then there are enormous sums *received* by the schools from non-resident pupils that were *not paid by the State*; that individual pupils pay tuition is positively asserted in this State Report, and therefore not all tuition in the public schools of New York State is free!

Dr. Taylor says I did not quote the number of high schools in New York correctly.

The State Report says on page 270:

"The following table shows the number and grades of secondary schools at the present time (1906):

	High.	Sr.	Middle.	Jr.	Spec.	Total.
Public Secondary Schools..	417	55	57	135	4	668
Private Academies.....	104	3	10	26	3	146

I wrote 668, but I did not include "private academies" as public high schools, as he does.

Dr. Taylor says I figured wrongly in ascertaining the number of children in high schools. I did not figure at all; I copied from the Official Report, page 270:

"The number [of secondary pupils] in the public schools reported last year was 86,675; this year, 86,736."

On page 271 the official figures say that there graduated from "Public secondary schools 2812 boys, 4665 girls."

Dr. Taylor figures out that there are 10,000 "non-resident" pupils in the secondary schools of New York. He obtains this number as follows: "The State paid last year \$160,361 for the tuition of students from districts having no secondary school. If the average tuition per student were \$16, then 10,000 students from districts having no high school availed themselves of free tuition in secondary schools of the State."

State Report figures: The schools *received* as tuition for (and probably largely *from*) non-resident pupils, in the secondary schools, \$458,073; *adopting Dr. Taylor's method of calculation*, the total number of non-resident pupils in the high schools was 28,625, who could not get free high-school education in their own home districts.

The official report for the State of New York is silent on the subject of how many children in the State cannot get "free high-school education;" but judging from a comparison of the published statistics of New York State with those of Missouri and Illinois, I estimated that about *one-third* of the children ("about 600,000, or possibly over") lived where they could not get "one year in high school" in their home districts. Dr. Taylor's calculations have unexpectedly *enabled me to come to the same results and conclusions by an entirely different method of calculation*.

I did not and do not write from motives of expediency. I am impelled by motives that my conscience conceived to be based on the standpoint of justice, honor, and right to *all* the children of our country, to speak for EQUAL OPPORTUNITIES FOR ALL!

OTTO A. WALL.

St. Louis, January 10.

A LETTER FROM HONG KONG BY PROFESSOR RYAN.

To the Editors:

I have not written many letters other than necessary ones, but I suppose no apology is required. I am sure that any of my friends on a trip of this kind would do quite the same. With a new and strange sensation every ten minutes in the day, one feels more like putting in every instant in this interesting part of the world in seeing and doing things until he is so tired that he would rather sleep than write.

I wish you could have visited with me Old Shanghai, within the walled city. Think of 200,000 people in one square mile, and no street over eight feet in width! The European settlement in Shanghai, however, is composed of grand, massive buildings, and is really beautiful, with hundreds of ships in the harbor all along the Bund—the main street of the city. Shanghai is a distributing point for three hundred millions of Chinese, and is sure to be the London of the East.

We had a beautiful sail of four days to Hong Kong, arriving yesterday. Here we found another great port with huge stone buildings that would do credit to New York. Much of the remains of the terrible typhoon are still to be seen—wrecks of battleships, large steamers, and hundreds of junks all pounded to splinters by the storm. Ten thousand Chinese were drowned in the harbor, and most of them are there still.

Hong Kong is on a steep side hill 1800 feet high—so steep that walking is next to impossible. Houses are built all along up to the top, which is reached by a cable road and by paths leading from the landing. It is all most picturesque and beautiful.

Think of us in linen clothes and straw hats on December 5! Doubtless you people in Detroit are finding overcoats very comfortable. In a walk this morning I saw Chinese criminals in the road, with feet and hands in wooden stocks. All were labeled with the crimes they had committed, and around them was a crowd of Chinese laughing at and having fun with the poor devils. Everywhere are "money-changers"—the modern type of money-changers who take one kind of money from tourists and give them something else that can be used here, and *vice versa*. Sometimes these fellows are not overly honest, and the wise traveler never takes a Mexican dollar (which is the basis of money here)

without dropping it on the sidewalk to see if it has the right ring.

An enormous business is done in both Shanghai and Hong Kong, nearly all lines of goods being imported. This means that vast shipping interests are represented, and it makes a loyal citizen of the United States feel ashamed that his country makes about the poorest shipping showing of all the great nations. Only the surface has been scratched in China, and what its consumption of products will be in fifty years no one can estimate. Americans are a way below par in the estimation of the Chinaman. They are judged by the kind that have come to China, and with the exception of the missionaries I must confess that the Americans whom one sees here are for the most part a motley lot. Gamblers, embezzlers, and other classes of this sort outnumber the honest business men. It is no wonder that we are not liked better by other nations here.

However, this condition will be quickly changed as soon as the new United States Court gets in working order in Shanghai. This Court expects to be able to clean out the adventurers, and it is to be hoped that it will succeed.

We leave Saturday for Manila, and dread the trip. It is said to be always very rough, and the boats are small. I expect this experience will try my real sailing ability. I have not been seasick yet, and if this trip does not "put me to the bad" I shall think I am good for any adventure on the high seas.

FRANK G. RYAN,

Secretary Parke, Davis & Co.

Hong Kong, December 5.

THREE LETTERS REGARDING PERCENTAGE SOLUTIONS.

To the Editors:

On reading your answer to T. M. A. in the query department of the December BULLETIN, and on consulting Mr. Cohn's "percentage-solution table," also referred to by you, I was again reminded of the clumsiness of the apothecaries' system as compared with the extreme simplicity of the metric or decimal system, especially in operations like those under consideration. For instance, in a problem like that of T. M. A., we wish to make, let us say, 2 drachms of a 10-per-cent solution—how simple it is to write 8 grammes thus: 8.00; and then move the decimal point one place to the left, thus: .800; or, more properly, 0.8, meaning 8 decigrammes of

chemical added to enough solvent to make 8 grammes.

Or, again, suppose the dispenser wishes to make 6 ounces of a 1:3000 solution. Six ounces is approximately 180 grammes. If the dispenser consults Dr. Cohn's table, he is told to weigh out 91/100 of a grain of the drug. I can see Dr. Cohn behind the dispensing desk during rush hours weighing out 91/100 of a grain! If you have an analytical balance, well and good, but suppose you haven't? By using the metric system, however, the entire difficulty is at once overcome. In that system 1:3000 is equivalent to 1 gramme in 3000 grammes. Moving the decimal point two places to the left you have .01 in 30, or 1 centigramme in 30 grammes. Multiplying this by 6 you have 6 centigrammes (0.06) and 180 grammes (180.0), or approximately 6 ounces.

Put your 6-centigramme weight on the prescription scale, weigh out the drug, and add enough solvent to make 180 grammes—and there you are! It is done in less time than it takes to tell it. There are no long calculations of fractions, and no reduction to lower terms, and in the end you are exactly right instead of approximately so.

Chicago.

L. E. BANGERT.

* * *

To the Editors:

I thank you for giving me the opportunity to reply to Mr. L. E. Bangert. I am just as convinced as Mr. Bangert regarding the simplicity of the metric system, and I have always been a strong supporter of the system. We cannot forget, however, that there are many who are not as fully conversant with the metric system as is desirable; and were Mr. Bangert to get as many requests for a percentage-solution table in the apothecary system as I am all the time getting from all parts of the United States, he would feel, as I do, that there are many who do not care, or perhaps do not trust themselves, to convert apothecary weights and measures into metric weights and measures. We must also remember that so long as physicians will persist in writing prescriptions in the apothecaries' system, so long will we be compelled to employ the weights and measures of this system in our prescription work. Conversion from one system into another is easy enough, but experience has shown it to be fraught with dangerous possibilities.

New York City.

ALFRED I. COHN.

To the Editors:

I was interested in your reply to T. M. A. in the department of Queries in the December BULLETIN, referring to the subject of percentage solutions. I would like to relate my method of making calculations in such a case as T. M. A. presents. Suppose we want 2 drachms of a 10-per-cent solution of silver nitrate. We proceed thus:

$100 \div 10 - 1 = 9$. $456 \text{ grains} \div 9 = 50\frac{2}{3} \text{ grains}$ of salt to the ounce by weight, or 12.6 grains to 2 drachms. This allows for displacement of any salt, and should be considered in any solution where the percentage runs high. For an ounce solution (aqueous), 20 per cent in strength, we would say: $100 \div 20 = 5$; $5 - 1$ (for displacement) $= 4$; $456 \text{ grains} \div 4 = 114 \text{ grains}$ to make one ounce of 20-per-cent solution instead of 91 grains as usually calculated. Will this not correspond with Mr. Alfred Cohn's tables of which you speak?

Chicago, Ill.

E. K. CALDWELL.

SYRUP OF FERROUS IODIDE: AN ERROR IN THE NATIONAL FORMULARY.

To the Editors:

Permit me to direct attention through your journal to an error that occurs in both the present and the preceding editions of the National Formulary. The solution of ferrous iodide, N. F., is presumably designed for the extemporaneous preparation of the syrup of ferrous iodide, U. S. P. On page 86 of the current edition of the Formulary, under the heading "Liquor Ferri Iodidi," appears the following note:

"This solution contains about 85 per cent of Ferrous Iodide. On mixing 1 volume with 15 volumes of syrup (U. S. P.), the product will be practically identical with Syrup of Ferrous Iodide (U. S. P.)."

If this statement is true, it is obvious that one *volume* of the solution of ferrous iodide should contain as much ferrous iodide as sixteen *volumes* of the syrup. From the U. S. P. specifications concerning syrup of ferrous iodide, it appears that one hundred cubic centimeters of this product must contain about 6.74 Gm. of ferrous iodide, whence sixteen hundred cubic centimeters must contain about 107.84 Gm. Calculating from the N. F. prescription for solution of ferrous iodide, it appears that one hundred cubic centimeters of this product will contain only about 81.04 Gm. of ferrous iodide. Therefore, a syrup made from this solution in ac-

cordance with instructions in the note quoted will fall far short of U. S. P. requirements, being only about three-fourths as strong in ferrous iodide as it should be.

The error would seem to have arisen from a confounding of volume with weight relations. The amounts of iodine and iron used to make 1000 Cc. of the solution are exactly sixteen times the amounts of the same substances used to make 1000 Gm. of the syrup, and this is obviously incorrect.

C. P. BECKWITH.

Detroit.

SWEET MYRRH AGAIN.

To the Editors:

Noticing in your January number the allusion in the Query department to "Sweet Myrrh," I take pleasure in explaining that this is a name given to the root of *Osmorhiza longistylis*—otherwise known as "sweet cicely." This is an umbelliferous plant growing in the woods of Pennsylvania, generally along streams. The root is eaten because of its anise flavor. In some localities "sweet myrrh" is a very popular flavor for such things as candies, and druggists usually supply oil of anise for the purpose, since the taste is identical.

As many of these synonyms are simply local, it is not always possible to find them in books of reference.

WILLIAM G. GREENAWALT.

1428 Chestnut Street, Philadelphia.

[NOTE BY THE EDITORS.—Isaac M. Weills, Harrisburg, Pa., writes similarly that in his locality "sweet anise" is called "sweet myrrh."]

A PRESCRIPTION.

To the Editors:

We have a "hoss doctor" in this town who is a bird! I enclose one of his recent prescriptions.

tripterm 3 ounce
alk all 2 ounce
lik and ammonia 2 ounce
water a half to make
1 quart

After readers of the BULLETIN have cudgeled their brains to interpret it, I may explain that it called for turpentine, alcohol, liquid ammonia, and "water enough to make one quart." PHARMACIST.

TO WRITE IS SUCH HARD WORK!

To the Editors:

We always find the specimens of illiterate orders in the BULLETIN very interesting, and we offer for

Send me 5c worth of
harlson and 5c worth
of sweet spirit of
nigher mixt
Jr C more

publication one from our own collection. The customer apparently wanted 5 cents' worth of balsam copaiba and 5 cents' worth of sweet spirit of nitre, "mixed."

CRAWFORD & ROBINSON.

Dayton, Tenn.

REGARDING DEAD STOCK.

To the Editors:

I read your editorial in the January BULLETIN on stock-taking, and noted your suggestions regarding the disposal of unsalable and "dead" stock. I have a quantity of goods which are "deader" than the proverbial door-nail. I'd like to sell them at almost any price, but—I dassent! They are contract goods and are serially numbered. What shall I do with them?

L. E. B.

[NOTE BY THE EDITORS.—Why don't you send them back to the jobbers, or else avail yourself of the facilities of the department of "Slow-selling Patents" at N. A. R. D. headquarters in Chicago?]

AN AMUSING INCIDENT.

To the Editors:

The following incident may possibly cause a smile to go the rounds of the BULLETIN family: A few days ago a young lady entered my store and inquired for a small quantity of peroxide of hydrogen. I put it up for her, and as I was about to affix the label on the container she hastily said: "Oh, don't put a sign on the bottle. I don't want my folks to know what I have got."

ED. J. RODGERS.

Port Huron, Mich.

SPECIAL.

THE A. PH. A. ENDOWMENT FUND.

In our editorial columns this month we have commented upon the proposal to form an endowment fund for the more assured maintenance of the American Pharmaceutical Association, and we have urged our readers to respond to the appeal. The details of the proposal, as made at the Indianapolis meeting of the A. Ph. A. last September, are reprinted herewith:

To the Council of the American Pharmaceutical Association:

The undersigned, recognizing the beneficent influences of the American Pharmaceutical Association upon American pharmacy, and upon the civilization which that pharmacy serves, and being desirous of seeing the permanency of the Association assured by the possession of means which will enable it to tide over any periods of adversity which in the vicissitudes of human affairs may come to any institution, do hereby make to the members of this Council the following proposition:

1. That there shall be established a permanent fund to be known as the "Endowment Fund."

2. That the undersigned, S. A. D. Sheppard and J. H. Beal, jointly agree to pay into said fund one dollar for each twenty dollars contributed and paid into said fund by all other members of this Association up to and until such Endowment Fund shall, with its accumulations of interest, reach the sum of twenty-five thousand dollars (\$25,000).

3. That as moneys shall be received as additions to said fund the same shall be invested in such securities as the Council may direct until the interest and other accumulations, together with the amount of the principal, shall reach the sum of twenty-five thousand dollars (\$25,000).

4. That when the Endowment Fund shall have reached the sum of twenty-five thousand dollars (\$25,000) one-half the income derived therefrom may be used for any purpose deemed wise by the Association.

5. That when said Endowment Fund, inclusive of donations, interest, and other accumulations, shall mount to the sum of fifty thousand dollars (\$50,000), the Association may use ninety per cent (90 per cent) of the income therefrom for any purpose deemed wise and profitable by the Association.

6. That under no circumstances whatever shall all the income from said fund be used, but at least ten per cent (10 per cent) thereof shall be annually added to the principal of the Endowment Fund.

7. That under no circumstances whatever shall the principal or any part thereof be used for any purpose except investment for income, nor pledged for any debt of obligation of the Association, or any person; nor used for any other purpose or in any other manner than as specified herein.

8. If any of the above provisions are violated, the amount of said Endowment Fund shall be returned to and distributed contributed by said donors, with simple interest at four per cent to all the donors thereof, or to their heirs, in the proportions cent (4 per cent).

9. In case of the death of either of the subscribers hereto before the Endowment Fund shall reach the sum of twenty-five thousand dollars (\$25,000), their estates shall not be held for the payment of sums thereafter accruing under these propositions. Or in case either of said parties should meet with severe financial reverses before the fund shall reach said sum of twenty-five thousand dollars (\$25,000), they shall likewise be released from subsequent payments hereunder.

10. That the names of all donors, with sums contributed by them, shall be printed in the Bulletin of the Association, and in the Annual Proceedings.

S. A. D. SHEPPARD.

J. H. BEAL.

Indianapolis, Sept. 5, 1906.

BOTANY AND MATERIA MEDICA

Monthly review by OLIVER A. FARWELL,

Botanist of Parke, Davis & Co.

Leben.—

There is commonly used in Egypt and Northern Africa a fermented milk-drink under the name of "Leben." Rist and Khoury have made it the subject of an experimental examination (*Annales de L'Institut Pasteur*), and have ascertained that it is identical with the "Yaourte" of the Greeks and Turks. It contains three bacteria and two yeasts, which Rist and Khoury have named *Streptobacillus Lebenis*, *Bacillus Lebenis*, *Diplococcus Lebenis*, *Saccharomyces Lebenis*, and *Mycoderma Lebenis*. While these five microorganisms are found in Leben, it is only the *Streptobacillus* that produces the right fermentation to make the Leben. It takes about nine or ten hours to produce the finished product. Fresh milk is evaporated to one-half its volume and then cooled to 113° F.; a small amount of old Leben is then added, and the milk is immediately placed in an oven and kept at about 113° F. for about six hours, when it is ready for use.

Missouri Botanical Gardens.—

The Seventeenth Annual Report of the Missouri Botanical Gardens, among other interesting papers, presents the following: "Studies upon Some Chromogenic Fungi which Discolor Wood," by George Grant Hedgecock; "Some New Texas Plants," by B. F. Bush; "Ascidia in Gasteria and Agave," by J. A. Harris; and "Proliferation of the Fruit in Capsicum and Passiflora," by the same author.

Hop Industry.—

We learn from *Consular Reports* that the hop crop of 1906 will be nearly 95,000,000 pounds less than in 1905; that this country is the only country which has increased its output over that of 1905, all other countries showing a decreased output. It is anticipated that the future demand for American hops will be very large, especially from the United Kingdom.

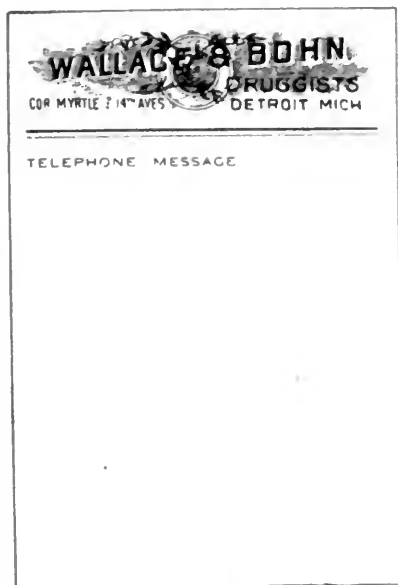
A New Laxative.—

A European knotweed, *Polygonum dumetorum* Lin., of the Buckwheat family (Polygonaceae), is, according to Tunmann, a serviceable laxative, depending for its action upon the contained tanno- and anthra-glucosides, no free emodin being present. The plant is used and is usually administered in the form of a decoction of 1 gramme of drug to 20 of water.

BUSINESS HINTS.

A Telephone Blank.—

The use of a telephone blank has been suggested many times in this department, and we have often reproduced specimens employed by different druggists. The idea is a good one, however, and we make no apology for introducing the subject again. Frequently the druggist is asked over the telephone to deliver a message to some one in the neighborhood, and one might as well extract what advertising can be had from such service. A telephone blank ought to be used for the purpose. Wallace & Bohn, a firm of Detroit druggists, employ the following blank, which is $3\frac{3}{4}$ by $5\frac{1}{2}$ inches in size, and which is of the shape of a prescription blank:



Advertising Toilet Specialties.—

The William B. Riker & Son Co., of Greater New York, owners of seven stores in that city, issue a line of very attractive retail advertising. One of their booklets was devoted to the exploitation of two of the Riker toilet specialties—"Dresden Face Powder" and "Riker's Illusion Cream." The second page of the booklet contained this pair of statements side by side:

"DRESDEN" FACE POWDER.

The fairest complexion needs occasional touches of downy powder to enhance its charms, to give it a refined finish and remove any suspicion of oiliness.

RIKER'S "DRESDEN" FACE POWDER benefits all faces. It is made in tints to meet all requirements: Flesh, to suit the majority; White, for the florid; Pink, for the pale; Brunette, for the dark; and Evening Shade, especially adapted to gas light.

Per Box, - - - - 25c.
Extra Large Boxes, - 50c.

RIKER'S ILLUSION CREAM.

The power of the fairies to transform coarse peasants into beautiful princesses is surpassed by the magic of this modern beautifier. A tiny silk sponge saturated with ILLUSION CREAM and deftly passed over face, neck, and arms, and gently polished with a dainty bit of silk, and behold! The transformation is complete. The plain woman of the moment before now stands forth radiantly beautiful.

Per jar, - - - - 75c.
Extra Large Jar, - \$1.25.

The rest of the booklet was for the most part made up of testimonials regarding the two specialties which had been

secured from prominent actresses, accompanied in each case by the portrait of the fair damsel herself. Sprinkled throughout the booklet, however, were short, terse statements regarding the two products. Some of these we are quoting herewith:

DRESDEN FACE POWDER blends harmoniously with the skin to form that soft, velvety finish so greatly admired, so seldom seen. It imparts to the complexion a beautiful brilliancy.

DRESDEN FACE POWDER is scented with an enduring and delicious perfume. It is used by those seeking exclusiveness in toilet arts. As an elegant finish to the toilet, Dresden Face Powder is without a rival.

DRESDEN FACE POWDER is of downy softness, very adherent, fine as vapor, harmless as dew, and impalpable as fairy raiment. Perfect, indeed, must be the complexion which can scorn a servant so potent and so innocent.

The beautiful women of note, both on the stage and in society, use DRESDEN FACE POWDER. The most clever were quick to appreciate its perfect purity and superb artistic merits.

RIKER'S ILLUSION CREAM does not clog the pores of the skin, nor is it affected by perspiration. It cannot be rubbed or brushed off. It leaves no trace on black garments, even if brought into the closest contact.

For whitening the neck and arms for the stage or for the ballroom, RIKER'S ILLUSION CREAM is indispensable. The cream, itself, is invisible, but it imparts to the skin a natural, transparent whiteness only equaled by Parian marble.

RIKER'S ILLUSION CREAM is a pure, healthful cosmetic. It refines coarse skins, heals eruptions and cunningly conceals cutaneous defects. Its careful application insures hygienic results and artistic triumphs.

Beauty is woman's weapon for both aggression and defense. A dingy or swarthy skin is fatal to feminine comeliness. RIKER'S ILLUSION CREAM instantly produces a complexion of soft and creamy whiteness, clear and brilliant in its beauty.

A Cough-syrup Window.—

Strong & Co., of Toronto, Ontario, devised the cough-syrup window during December which is shown in the accompanying illustration. It was made pertinent to the Christmas season, but with adaptations can be used any time during



the winter. Strong & Co. send us the following description, by means of which the window could be duplicated by any one else:

"Cover the floor of the window with cotton-batting and sprinkle this with diamond dust. Underneath use irregular

stones to represent boulders with snow on them. In the center of the window construct a house from a good-sized box, and have it thatched on the outside with empty cough-syrup cartons. Use folded cartons for a chimney and paint in the doors and windows with dark-colored pigment. Have roadways leading to the house, and make them by pasting the snow-covered cotton down with varnish containing a little zinc or other white pigment. A Santa Claus, with reindeer and sleigh, is seen driving up one of the roads. By means of a clock mechanism, Santa's head and eyes are made to move.

"Then erect a trellis fence around the house and lot: construct this of narrow strips and paint it white. In the yard have a few evergreen branches to represent trees. In our window we had a small stand in the background upon which was placed a single bottle of cough syrup and a medicine glass. Overhead was a placard reading as follows: 'Santa Claus Takes White Pine and Tar and Keeps Well all Winter. 25c.'"

Making Advertising Capital of the Food and Drugs Act.—

Caswell A. Mayo, editor of the *American Druggist*, read a paper recently before the Philadelphia branch of the A. Ph. A. in which, among other things, he urged upon the druggist the issuance of a circular apropos of the national food and drugs act. Mr. Mayo declared that "the enterprising pharmacist should avail himself of every legitimate opportunity to range himself on the side of purity and right, and the enactment of this law offers just such an opportunity. By issuing a suitable circular concerning the act the pharmacist can not only array himself in the public eye on the side of right, but can also save himself from some annoyance in explaining the reason for such changes in the labels of proprietary remedies as may be made in order to bring them into accord with the requirements of the law." Mr. Mayo then went on to suggest the following text for the circular:

THE FEDERAL PURE FOOD AND DRUGS ACT

which goes into effect January 1, 1907, subjects all manufacturers and dealers in foods and drugs to severe penalties for adulterating or misbranding their products. The enforcement of this law will have the effect of driving out of interstate commerce much of the cheap, worthless and spurious drugs with which the market has been flooded, and will enable us to give even better assurance than ever to our patrons as to the drugs we sell.

OUR GOODS GUARANTEED.

All our goods are guaranteed to comply with the requirements of the Pure Food and Drugs Act, and our patrons may therefore rest assured as to their quality.

The point aimed at in the law is to provide against any misrepresentation on the part of either maker or dealer and also to give notice when a preparation contains any one of the drugs named below, with a view to protecting the user from the possibility of unwittingly forming a drug habit.

CHANGE IN LABELS.

This law provides amongst other things that any medicine or drug entering into interstate commerce which contains alcohol or certain narcotic and analgetic drugs named in the act, shall bear upon their labels a statement of the amount of such alcohol or drug. The list of drugs named in the act includes alcohol, morphine, opium, cocaine, heroin, alpha- or beta-eucaine, chloroform and cannabis indica, chloral hydrate or acetanilide, or any derivative or preparation of any such substances. In carrying out this requirement of the act it will be necessary that changes be made in the labels of many proprietary preparations in which some one or more of these drugs may be present. We wish to call the attention of our patrons to the fact that such changes may be looked for, and that the appearance of such changes is not necessarily an indication of any change in the composition of the remedies.

An Opening.—

Many merchants believe in occasional "openings." They serve to focus attention upon the store and enlist the interest of an increasing number of people. We have before us as we write an engraved invitation to the opening recently conducted by Smith & McKnight, proprietors of the "Twentieth Century Drug Store" in Nampa, Idaho. The customary double sheet of stationery was used, and the invitation read as follows:

Fred E. Smith

Robt. W. McKnight

You are cordially invited to be present at

the opening of

The Twentieth Century Drug Store

December 22d, 1906, from 1 to 10 P. M.

In Sharp Building on G Street

Smith & McKnight, Props.

Souvenirs

Music

Advertising a Spring Tonic.—

E. J. Hirschy, of Kewanee, Illinois, is a thorough believer in newspaper advertising. He uses a small space regularly in the local papers; and some of his advertisements we have had occasion to reproduce in this department from time to time. Here is another, apropos of the present season, and exploiting a spring sarsaparilla preparation which Mr. Hirschy makes for the alleviation of the ills of the Kewanee inhabitants:

BRACE UP

Spring will soon be here, when every growing thing will send new life through its veins. Bring yourself in harmony with nature and send some life galloping through your own system. Make yourself feel good.

Our Sio Blood Parilla contains $7\frac{3}{4}$ grains of combined Iodides to the dose. It is the best blood purifier we know, and besides Sarsaparilla it contains Red Clover, Yellow Dock, Prickly Ash, and Cascara.

6 bottles for \$5.00

3 bottles for \$2.70

HIRSCHY

The Druggist.

Some Unconventional Advertising.—

We have had occasion several times to speak of the good advertising turned out by John R. Thompson, manager of the P. C. Schilling Co., owners of several stores in Pittsburg. Mr. Thompson now sends us a few specimens which are something of a departure from his previous efforts. Presumably they were intended for newspaper announcements,

if your liver
will not work
it is because
you have not
treated it right
try one of

TROTH'S
Sacred Bark
Liver Pills
once in a while —

TROTH'S
Sacred Bark
Liver Pills

Prevent inflammation
Cure constipation
Neutralize poison
Clear the complexion
Aid digestion
Drive away blues
Relieve congestion

your liver
never gets a rest
It works every
Sunday — and
every Holiday

Help it along by
swallowing one of

TROTH'S
Sacred Bark
Liver Pills
occasionally

Just before
going to bed
take one of

TROTH'S
Sacred Bark
Liver Pills
and you'll be
all right in
the morning

TROTH'S
Sacred Bark
Liver Pills
Taken regularly —
will give you a
clear head
every morning

but of this we can only guess, since we have received the matter in the form of a proof sheet. "Troth's Sacred Bark Liver Pills" are evidently some specialty which is carried by dealers, and which does not therefore need to be advertised in connection with the Schilling name and address. This doubtless accounts for the absence of the latter in the announcements.

BOOKS.

ANOTHER EDITION OF PROFESSOR STURMER'S ARITHMETIC.

We have twice had occasion to commend the "Course in Pharmaceutical and Chemical Arithmetic" prepared by Julius William Sturmer, Professor of Pharmacy in Purdue University. The book is admirably adapted for the purpose of giving the student, either at home or in the college, a pretty thorough drill in the arithmetical problems which confront the practicing pharmacist and chemist on every hand. The present volume is the third edition, revised to correspond with the different temperature-standard for specific gravity and solubility determinations adopted in the new Pharmacopœia. A short presentation of volumetric calculations has also been added, and for the first time answers are given to a few of the problems—the latter concession being made in the interest of home students, who may thus have some check on their progress. The book costs \$1.35 net and may be procured of the author at Lafayette, Indiana.

TWO BOOKS BY DR. WILEY.

Timeliness of interest, aside from anything else, lends especial importance to the announcement of the early publication of "Foods and Their Adulterations," by Harvey W. Wiley, M.D., to be immediately followed by a companion volume, "Beverages and Their Adulterations." Dr. Wiley is Chief Chemist to the United States Department of Agriculture, at Washington, and his wide researches in the interests of purity in food commodities give anything he might write on the subject an authoritative character that is unquestioned. The fact that the new national food and drugs act became effective January 1, and that public interest in it is now at white heat, will no doubt result in quite a demand for both volumes. The books will be generously illustrated from original photographs and drawings, and will be published by the Blakistons.

A VOLUME OF MEDICAL ADDRESSES.

Dr. Wolfgang Pauli, Privatdocent of Internal Medicine at the University of Vienna, and a well-known investigator, has had occasion recently to deliver a series of seven addresses on the application of physical chemistry to the different fields of medicine. The fundamental thought was the extensive parallelism between the laws which govern changes in the colloidal state *in vitro* and in the living organism. These addresses have now been published in book form, and a translation for American readers has been prepared by Dr. Martin H. Fischer, Professor of Pathology at the Oakland College of Medicine in California. The book is published in New York by John Wiley & Sons, and will be found very readable to all those interested in the development of medical thought. The price is \$1.25 net.

TOXINS AND ANTITOXINS.

The study of toxins and antitoxins has assumed very important proportions during the last decade or two: the problems of serotherapy have particularly focused attention upon the subject. A little book of 101 pages of text has now been issued with the title: "The Toxins and Venoms and Their Antibodies." The author is Em. Pozzi-Escot, the well-known foreign investigator, and the book has been translated for American readers by Alfred I. Cohn, Ph.D., editor of *Merck's Report*. The publishers are John Wiley & Sons, of New York City, and the book costs \$1.00 net.

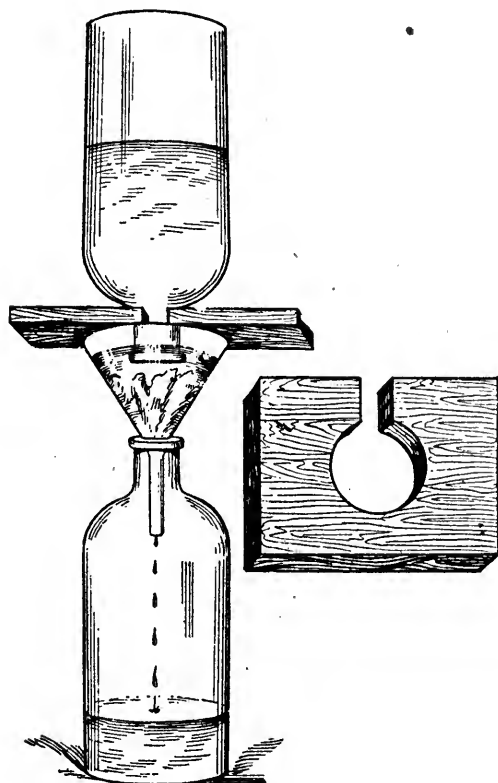
A WORK ON ANESTHESIA.

The BULLETIN has recently received from William Blackwood & Sons, of Edinburgh and London, a work entitled "The CHCl₃ Problem," written by Richard Gill, B.Sc., M.B., etc., etc. Dr. Gill is chief chloroformist to St. Bartholomew's Hospital in London, and in this treatise he has discussed at considerable length the use of chloroform as an anesthetic. There are two volumes. Volume I is devoted to "analysis," and Volume II to the "physiological action of chloroform." The book is bound in cloth and costs 10 shillings net.

PRACTICAL PHARMACY.

A New Formula for Soap Liniment.—

L. D. Havenhill, in a paper read before the Kansas Pharmaceutical Association, spoke of the difficulties ordinarily met with in the preparation of soap liniment. He went over the U. S. P. formulas from 1820 onward, and showed how they had been changed from revision to revision in a vain effort to attain success. He declared that a formula for this preparation, to be pharmaceutically correct, should possess at least two important features: it should insure a uniform product in the hands of various operators, and the manipulative details should be reduced to a minimum. In both these requirements he thought the present official formula fell far



Simple Filtering Apparatus Used by Mr. Havenhill
in Making Soap Liniment.

short of the one given in the U. S. P. of 1890. After considerable experimentation he said he had evolved the following formula as being entirely satisfactory in all respects:

Dried soap, in thin shavings (1/10 mm.)... 60 Gm.
Camphor, in small pieces..... 45 Gm.
Oil of rosemary..... 10 Cc.
Alcohol 725 Cc.
Water..... enough to make 1000 Cc.

Introduce the alcohol into a graduated bottle, add the oil, camphor, and soap, dilute to the liter mark with water; cork the bottle and shake it thoroughly. Incline the bottle sufficiently to allow the undissolved particles to remain in the elevated end of it and dissolve by circulatory solution. After twenty-four hours filter through paper in a covered funnel.

To insure success in the preparation of this liniment all the ingredients should conform to their official requirements for strength and purity. Ordinary "hard water" so often

substituted for the official water is not suitable for the preparation of this liniment. The gelatinization so often observed in this preparation at normal temperatures after heat has been used to facilitate solution, or the failure of the soap to dissolve in the alcohol after dilution with water, is due to the presence of alkali salts of the fatty acids having a greater number of carbon atoms in the molecule than oleic acid. These are chiefly stearates and palmitates. The presence of these in undue amounts is detected by the U. S. P. test for animal fats in soap. (The test should be applied to the dried soap.)

The powdered soap on the market has, as a rule, been found to be very unsatisfactory for making soap liniment, but the best imported brands, in bars, have been found to answer excellently. An ordinary carpenter's plane should be used to reduce the soap to thin shavings. For powdering dry soap a "food chopper" has been found to be much more satisfactory and expeditious than the mortar and pestle.

In filtrations, the use of a thin board of sufficient size to cover the top of the funnel, having a notched hole large enough to admit the neck of the inverted container so that the delivery will be below the level of the top of the filter-paper, will prove a great saver of time, labor, and filter-paper. The bottle is inverted in the funnel, and then the board slipped under to support it. The accompanying cut shows the manner of using it so clearly as to make further explanation unnecessary.

Effervescent Solution of Magnesium Citrate.—

Fred S. Nagle told the Pennsylvania Pharmaceutical Association that for years he had used with success the following formula for the preparation of effervescent solution of magnesium citrate:

Citric acid..... 1 ounce.
Magnesium carbonate (powd.)..... 1/2 ounce.
Bicarb. potassium..... 1/2 drachm.
Spt. lemon 5 minims.
Simple syrup 1 1/4 ounces.
Boiling water, q. s. ad..... 12 ounces.

Place the citric acid in a suitable vessel (large mortar or porcelain), pour the boiling water on, and stir until dissolved. To this add the magnesium, to which the spirits of lemon has been previously added drop by drop. After effervescence ceases and the solution is partially cool, filter through a wetted filter, returning the first portion until a perfectly clear solution is obtained. To a perfectly clean and dry citrate bottle add the bicarb. pot., then the syrup, and lastly the solution. Cork tightly and put in a dark place.

When this is sent out it should be shaken vigorously so as to charge the solution. It will be noticed that this formula does not coincide with the U. S. P. Mr. Nagle has found that 2 ounces of syrup makes the solution too sweet to meet the approval of the majority of people, and he is of the opinion that the solution of citrate magnesia should be reduced to 10 ounces.

The solution should be kept in a cool place remote from light. He has found, however, that too low a temperature, as putting it on ice, is more apt to throw down a precipitate of citrate magnesia; hence he recommends a temperature between 40° and 50° F.

It is a question whether the use in this product of Epsom and Rochelle salts, tartaric acid, etc., can be technically termed adulteration; however, it is known that some pharmacists in order to produce a cheap solution use these drugs. Mr. Nagle said it was to be hoped that every member of the P. P. A. could conscientiously say "not guilty" to this indictment.

THE DRUGGIST'S SPECIALTIES

In this department Mr. B. S. Cooban, of Chicago, a practical pharmacist of large experience in the manufacture and sale of druggists' specialties, will endeavor (1) to provide formulas that will "work" to subscribers who ask for them, to (2) give advice concerning labels and packages, to (3) render suggestions regarding advertising methods, and (4) not less important, to publish in turn formulas for successful specialties which readers themselves are cordially invited to contribute. All correspondence should be addressed to "Specialties Department," BULLETIN OF PHARMACY, P. O. Box 484, Detroit, Michigan; and all inquirers should conform to the conditions which are stated over the adjoining department of "Queries."

Compound Resorcin Ointment.

H. S. writes as follows: "In your department for November mention was made of the compound resorcin ointment of the N. F., but I am unable to find such a formula in the N. F. I use considerable of an ointment by this name made by the following formula:

Resorcin	¼ ounce.
Bismuth subnitrate.....	1¼ ounces.
Zinc oxide	2 ounces.
Lac sulphur	1 ounce.
Oil of cade.....	2 ounces.
White wax	4 ounces.
Lanolin, hydrous	14 ounces.
Benzoinated lard	18 ounces.

Rub the first five ingredients to a very smooth paste, add to the last three, which have been previously melted, and stir until set.

"This is thoroughly satisfactory to the physicians here and does better work than any of the general ointments I have seen. But if a large batch is made, and a portion remains unused for a time, it becomes granular. All the ingredients used are pure, the lard is selected and thoroughly benzoinated, and it is not clear to me why the ointment should become granular. I would be pleased to know something of the formula referred to, or receive suggestions for the improvement of my formula."

Whenever either the National Formulary or Pharmacopœia is referred to in this department the last edition is understood. The formula mentioned can be found in the last edition of the N. F., and for the benefit of our friend and possibly others we reproduce it:

COMPOUND RESORCIN OINTMENT.

Resorcin	6 parts.
Zinc oxide	6 parts.
Bismuth subnitrate	6 parts.
Oil of cade.....	12 parts.
Paraffin	10 parts.
Petrolatum	25 parts.
Hydrous wool-fat	35 parts.

Triturate the resorcin, zinc oxide, and bismuth subnitrate with a small quantity of the wool-fat until a perfectly smooth mixture is obtained. Incorporate this with the remainder of the wool-fat, add the paraffin and petrolatum, previously melted together, and lastly the oil of cade; mix intimately, and preserve the ointment in containers protected from the light.

The last edition of the N. F. has been revised and contains many new formulas of practical value to the druggist, and as it is recognized jointly with the Pharmacopœia in the new food and drugs act we would advise all BULLETIN readers to obtain a copy.

The trouble with our friend's formula is caused by the lard: it is due to rancidity and the separation of crystals of

stearic acid. When in this condition the ointment is unfit to use.

Lard is very prone to this change. Complete dehydration and thorough benzoinating will retard it, but for an ointment containing metallic salts, or intended for a stock ointment, there are other bases that are more suitable. Use petrolatum in place of lard, and paraffin in place of wax, in your formula, and you will have a much more satisfactory product.

Cheap Cold Cream.

J. L. B. wants a formula for a cheap cold cream, one that can be sold for 25 cents a pound. Here is one that can be made for about 14 cents a pound. It will look nice but will not keep very well:

White wax.....	4 ounces.
Lard, fresh and free from water.....	16 ounces.
Cottonseed oil.....	18 fluidounces.
Water	15 fluidounces.
Powdered borax.....	90 grains.
Oxide of zinc.....	1 ounce.
Oil of geranium.....	30 drops.
Oil of bergamot.....	30 drops.

Melt the white wax, add the lard, and, when melted, add the oil, then the water, heated nearly to boiling, in which the borax has been dissolved, and the zinc oxide incorporated. Stir thoroughly until a smooth, homogeneous mixture is obtained. Remove from the heat, and when nearly cold beat in the perfume.

A mixture of bergamot and bitter almond would be cheaper and might answer your purpose.

You might experiment with paraffin and white paraffin oil, something like this:

White paraffin oil.....	3 pints.
White paraffin wax (hard).....	15 ounces.
Powdered borax.....	4 drachms.
Water	16 fluidounces.

Melt the paraffin and oil; dissolve the borax in the water, heated to near boiling; add to the melted paraffin, remove from the heat, and beat till creamy. Perfume with bitter almond, or a mixture of almond and bergamot.

This will keep well, and we think will make a fairly good preparation for the price. You may have to change the quantity of hard paraffin, as we are merely suggesting the formula without trial.

"A Wrinkle Cure."

L. J. S. sends a sample of a "wrinkle cure" and desires a formula that will produce a similar preparation.

The sample was not sufficient to do anything with in the way of examination. It was rancid and not very inviting, but when rubbed on the back of the hand was absorbed very quickly.

The story that comes with it says "the cure is to be spread over face and neck until the predigested olive oil has separated from the paste and been absorbed by the skin."

We have not had the time to work out a formula, but from the way the sample is absorbed, and from the general characteristics of the product, we should say that the olive oil was "predigested" by partial saponification, and by incorporating sufficient stearic acid to stiffen it. Try something like this, changing the proportions until you strike it right:

Olive oil.....	2 fluidounces.
Caustic potash.....	60 grains.
Water	½ ounce.
Stearic acid.....	½ ounce.

Dissolve the potash in the water, heat, add the oil, continue the heat (water bath) until the potash is taken up, add the stearic acid, and when melted stir until a smooth paste is obtained.

We offer this purely on theory and as a "starter" for you.

Elixir of Iron Pyrophosphate.

C. S. C. says: "Please state cause of elixir iron pyrophosphate solidifying; state if by the addition of citrate of potassium the cause will be removed, and up to what point the citrate should be added. I have found that the addition of ammonia water will prevent solidification, but sometimes the elixir turns black; what is the cause? Should the elixir be slightly alkaline?"

We do not see any reason for your trouble. The pyrophosphate of iron is made soluble by the addition of citrate of ammonia or soda, and if your salt is in good condition it should form a fairly permanent solution. The addition of ammonia water to the point of exact neutralization, with no excess, will overcome the trouble. The iron salt darkens and becomes insoluble on exposure to air and light. All elixirs containing iron salts should be kept in amber bottles. Follow the formulas given in the last edition of the National Formulary.

The sample of lotion you speak of has so far failed to put in an appearance.

Oak Varnish Stain.

X. Y. H. wants a formula for a varnish oak stain. This is a little out of our line, and we have nothing that will completely fill the bill. In a general way, we would not consider a varnish stain satisfactory; better use a stain first and then varnish over it. Raw sienna is used for this purpose, sometimes darkened with burnt umber. Use the color that has been ground with water, thinning with stale beer or diluted vinegar.

Perhaps the raw sienna rubbed up with turpentine and mixed with varnish would answer your purpose. Talk with some good painter about it.

Wine of Gaduol.

J. F. Drug Co. want information to overcome the trouble in filtering a wine of cod-liver oil composed of gaduol, syrup, port wine, fullers' earth, pepsin, and citrochloride of iron. They remark that "the mixture is most difficult to filter." Fullers' earth is not a suitable medium for filtration with a mixture of this character. Powdered pumice stone will work much better. We doubt very much if you will have any pepsin in the finished product. The tannin and extractive in the port wine, together with the iron, will coagulate it and render it inert. Use sherry wine in place of the port.

Lemon Cream.

W. E. B. wants a formula for a "lemon cream"—something using the "whole lemon."

I suppose our friend wants a cold cream containing lemon juice. There have been several formulas of this character published in the journals, but I have never seen one that would "work" satisfactorily. The acid in time attacks the fats or oil used, decomposing them more or less; and moisture separates, rendering the cream unsightly and unfit for use. We have nothing in this line that we can recommend.

Worm Syrup.

W. A. wants a formula for a worm syrup. Here is a good one taken from Fenner:

Pink-root	16 ounces.
Male-fern root	8 ounces.
Senna leaves	8 ounces.
Wormseed	16 ounces.
Essence of anise.....	2 fluidounces.
Salts of tartar.....	¼ ounce.
Santonin	¼ ounce.
Sugar	7 pounds.
Water, enough to make.....	1 gallon.

Grind the drugs to a coarse powder and steep them for six hours in nearly boiling water, enough to cover well, then pour off the liquid and reserve; put fresh water on the drugs and steep two hours; pour off this liquid and mix with that reserved, pressing out all that is possible from the drugs; evaporate the liquid to five pints, and while evaporating add the salts of tartar and santonin. While cooling add the essence of anise and sugar, dissolving by agitation.

Dose: One or two teaspoonfuls.

Fluidextracts of the drugs may be used if preferred, in the same proportion.

Contributed Formulas.

J. A. G. sends the following formulas:

DANDRUFF ERADICATOR AND HAIR TONIC.

Resorcin	2 drachms.
Chloral hydrate.....	1½ drachms.
Solution of formaldehyde, 40 per cent. ½	drachm.
Castor oil.....	2 drachms.
Alcohol, to make.....	1 pint.

Perfume as desired.

A COLD TABLET.

Each tablet to contain:

Bromide of quinine.....	2 grains.
Dover's powder	2 grains.
Powdered capsicum	¼ grain.
Podophyllin	1/16 grain.

Dose: One or two tablets as required.

J. A. G. sells these 18 in a box for 15 cents.

Toothache Wax.

G. J. S. wants a formula for a toothache wax with and without cotton.

You will find two formulas in the BULLETIN for October, 1906. Pellets of cotton of various sizes may be dipped in the melted wax and molded into shape for insertion into the tooth cavity.

Sheep Dip.

W. G. wants a formula for a good dip for hogs, sheep, and cattle.

We have had no experience with this article, and therefore have nothing that we can recommend, but we should think that some of the soap emulsions of cresol would answer the purpose. An impure cresol might do. See the BULLETIN for August, 1906, where you will find the matter discussed and useful data given. Kreso is one of the best sheep dips on the market.

Cresol Vapor.

H. C. Z. wants a formula for a cresol preparation for vaporizing purposes, similar to one that is largely sold. We do not know the composition of the article in question, but would suggest that you try a solution of cresylic acid or pure cresol—about five per cent in twenty-five-per-cent alcohol.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Four Questions Regarding the Food and Drugs Act.

W. C. H.—You ask four questions apropos of the food and drugs act. Taking them up in order, and answering them each in turn, we may reply as follows:

1. Question number one is: "Could I according to law sell, for example, any patent medicine which was *not* put up according to the new law, providing I sold it only to my local trade—that is, did not ship it out of the State? I refer to any patent medicine which I might get in after January 1."

Patent medicines which you buy from out of the State after January 1, 1907, will have to comply with the law, even though you sell them within the borders of your own State only. This at least is the interpretation that is placed upon the act by the Department of Agriculture at Washington. The rules and regulations declare an "original package" to be the bottle, package, carton, or box in which the product is put up by the manufacturer for sale by the retailer, and of course a patent medicine conforms to this definition. It naturally follows that the national government, having jurisdiction over "original packages," can seize upon any such package wherever found, providing it has once been made the subject of interstate commerce. This view of the case is held to be inaccurate by some good lawyers, who declare that the law, in conferring any such powers upon the national government, is unconstitutional in that it interferes with the rights of the States. But so far this point is academic only. The wise dealer, endeavoring to avoid trouble, will conform to the rules and regulations of the government authorities.

2. Your second question reads as follows: "Could I put up under my own name any article even if it were misbranded according to the new law, if I sold it only locally and did not ship any of it out of the State?"

Anything that you prepare yourself, and sell within the State, does not come at all under the jurisdiction of the national law.

3. Your third question reads: "Suppose I put up a remedy containing only comp. syr. hypophosphites, which I buy from some of the pharmaceutical houses, and call it 'Superior Tonic,' and do *not* state on the label the amount of strychnine, alcohol, etc., that it contains, and I sell this remedy *only to my local trade*—could I do this according to the new act?"

We believe you could.

4. Your fourth question is: "As far as our prescription work is concerned, our physicians here use considerable of the tinctures of nux and belladonna and insist on the old formulas for them. Now can I dispense these without stating their strength on the label, providing I do not ship them out of the State? and if I do ship same out of the State would I have to state on the label the percentage strength, even though it is a physician's prescription?"

Physicians' prescriptions are probably "original packages"

within the meaning of the law, but so far at least the government authorities have shown no disposition to bring them within the scope of the measure. It seems probable that no attention will be paid to them. As for the 1890 tinctures of nux vomica and belladonna, you understand that these, if sold over the State border in packages containing nothing else, would have to bear a statement on the label declaring them to be made in accordance with the formula of the Pharmacopœia of 1890 instead of that of the present. The law specifies that if a product differs from the standard laid down in the U. S. P. it must so state on the label.

We trust the foregoing replies will be of use to you. Did you read carefully our article on page 493 of the December BULLETIN? A careful scrutiny of that paper would set you straight on some points which seem to be not clearly understood just now. Another article appeared in the January BULLETIN, throwing additional light on the law.

The Manufacture of Gas Mantles.

"A Constant Reader."—The mantles produced according to the following process are claimed to excel all former ones in strength and elasticity, or resistance to pressure, knocks, and draught, while the luminous power is the largest possible:

For the first impregnation a solution of zinc nitrate 2 grammes, stannic nitrate 1.2 grammes, bismuth nitrate 1 gramme, borax 1 gramme, calcium nitrate 2 grammes, in 1 kilo of water, is employed.

After the drying of the impregnated mantles, which is best conducted at a gradually rising temperature, they are saturated by quick immersion into a solution of thorium nitrate, 400 grammes; barium nitrate, 0.04 gramme; strontium nitrate, 3.02 grammes; indium nitrate, 0.12 gramme; gallium nitrate, 0.04 gramme; samarium nitrate, 0.24 gramme; uranium nitrate, 0.30 gramme; chromium nitrate, 0.12 gramme; platinum nitrate, 0.1 gramme, in 1 kilo of water.

The gauze is now freed from an excess of the impregnating agent by means of a wringer and dried.

The fastening of the hangers, the burning off, etc., are conducted in the manner generally in use.

The mantles in a cold state possess a faintly yellow coloring, due to the uranium and chromium, which is not at all disturbing. They are very resistive to knocks and concussions. The nets are woven more closely at the end where they are suspended, so that the customary re-edging becomes unnecessary.

For text-books on various phases of chemistry we suggest that you write for catalogues to publishing houses. Address requests, for instance, to P. Blakiston's Son & Co., 1012 Walnut Street, Philadelphia; the J. B. Lippincott Co., Philadelphia; Lea Brothers & Co., Philadelphia; etc., etc.

Decolorizing Tincture of Iodide.

M. M. B. writes as follows: "Having a call recently for some colorless tincture of iodine, and being out of sodium hyposulphite, I tried a few drops of hypophosphorous acid instead as an experiment. It worked like a charm. In a few minutes I had a perfectly clear liquid with no sediment. I did not dispense it, however, for fear that the small amount of phosphorus present might prove irritating as a local application. Please give me your opinion."

In decolorizing iodine with sodium hyposulphite, sodium iodide and sodium tetrothionate are formed. In decolorizing it with hypophosphorous acid, hydriodic acid and phosphoric acid are formed. In neither case, consequently, is any free iodine left in the solution, and this is why all decolorized preparations of iodine are worthless.

No phosphorus is set free in using hypophosphorous acid as the decolorizing agent, however, and so no fear need be felt on that score.

A Smokeless Red Fire.

P. Drug Co.—Some years ago W. A. Dawson contributed an excellent article to the BULLETIN on the subject of red and green fires. Whether his red fire was "smokeless" or not we are unable to say. Suppose you try it:

Strontium nitrate.....	12 ounces.
Potassium chlorate.....	4 ounces.
Shellac	4 ounces.
Lycopodium	3 drachms.

I have a fifty-pound salt box one of the kind that Rochelle salt, borax, etc., come packed in; the sides and bottom are each of one piece of wood, dovetailed and glued together so that the box is perfectly tight. Before using it the first time I carefully scraped the inside with a piece of glass to make sure that no trace of chemicals remained. Strontium nitrate is ordered of the wholesale house "granulated," as is also the shellac and potassium chlorate. The strontium salt was first sifted into the box through a No. 20 sieve to free it from lumps. The other ingredients are not sifted, but simply dumped into the box on top of the strontium. The operator then rolls up his sleeves and does the mixing, literally "by hand." There is absolutely no danger by this method of mixing; and it does not take over half an hour to make a fifty-pound batch.

Can any of the readers of the BULLETIN suggest a formula for a "smokeless" red fire?

Interstate Registration.

W. G. L. and D. E. L.—The boards of pharmacy of the following States, active members of the National Association of Boards of Pharmacy, have agreed to exchange registration certificates under certain restrictions: South Dakota, Louisiana, Florida, Georgia, Ohio, Arizona, Alabama, Indiana, Oregon, Indian Territory, and Kentucky. In addition, the Boards of Maryland, Massachusetts, and Ohio have recently been privileged by the enactment of new laws to exchange certificates with other boards. Beyond this we are unable to give you any information. Your best plan would be to address a request to the secretary of the board of the particular State where you desire to enter business. A full list of the names of State board secretaries was printed on page 482 of the BULLETIN for last November.

A Moist Powder.

C. & R. submit the following prescription for capsules and ask what causes the mixture to become moist in compounding:

Menthol	10 grains.
Phenolphthalein	20 grains.
Acid sodium oleate.....	$\frac{1}{2}$ drachm.
Salicylic acid (natural).....	$\frac{1}{2}$ drachm.

Mix and fill 30 capsules.

Acid sodium oleate contains 30 per cent of free oleic acid. This, when brought in contact with menthol, produces an excessive amount of moisture. Some such absorbent as powdered sugar of milk could be advantageously employed.

Excipient for a Pill Mass.

F. & D. submit the following formula for a pill and ask what excipient would be most satisfactory:

Powdered ipecac.....	20 grains.
Powdered black pepper.....	$\frac{1}{2}$ drachm.
Powdered pepsin, pure.....	$\frac{1}{2}$ drachm.
Powdered extract of gentian.....	1 drachm.
Strychnine sulphate.....	1 grain.
Arsenous acid.....	1 grain.

Mix and make 60 pills.

This mixture can be massed with glycerin of tragacanth, N. F., and a trace more of glycerin may be added if necessary.

Compound Elixir of Sandalwood and Saw Palmetto.

S. H. V.—The following formula for a product of this type we find in Volume 50 of the Proceedings of the American Pharmaceutical Association:

Take of—

Saw palmetto berries.....	8 ounces.
Corn-silk	8 ounces.
Sandalwood	2 ounces.
Sugar	6 ounces.
Alcohol,	
Water, each enough to make.....	2 pints.

Mix twelve fluidounces of alcohol with thirty-six fluidounces of water. With this menstruum moisten the previously ground drugs and macerate during twenty-four hours. Then pack firmly in a percolator and pour on the remainder of the menstruum, allowing the percolate to drop slowly. In this dissolve the sugar by agitation. Finally pass sufficient water through the exhausted drugs to make the finished elixir measure two pints. Caramel may be added if the color is not deep enough. Each fluidounce of this elixir is taken to represent saw palmetto berries, 120 grains; corn-silk, 120 grains; sandalwood, 80 grains.

"Spongia."

C. E. H.—The homeopathic preparation of spongia is made as follows: Turkish sponge is roasted brown (but not burnt) in a roaster which is kept turning over burning charcoal. It is then covered with five parts by weight of alcohol, and allowed to remain eight days in a well-stoppered bottle, in a dark, cool place, being shaken twice a day. The tincture is then poured off, strained, and filtered. The dilutions from this mother tincture are made in the customary homeopathic manner.

A Book on Show-window Decoration.

In this department of the BULLETIN for December we printed the inquiry of a subscriber who asked if we knew of any book devoted to the subject of window trimming. We are now in receipt of a letter from James Crammond, West Nutley, New Jersey, informing us that *The Business Arena*, of Lawrence, Massachusetts, advertises the "Art of Decorating Show Windows and Interiors" at \$3.50. This may prove to be what was desired by our correspondent, and may possibly be of some help to other druggists.

More About Ants.

Following up the discussion of the ant proposition in this department, J. M. Flynn, of Elburn, Illinois, writes as follows: "I have taken a string or piece of tar rope, saturated it with oil of tar or pine tar, hung it about the shelves, and the ants have immediately left and not returned while there was any odor of the tar. I do not know that this would work with the small red ants, but I have always found it satisfactory with the black ants."

A Glue for Leather.

W. L. K.—The following paragraph is copied from the "Scientific American Cyclopedia of Receipts:"

The following glue, though rather complex in composition, gives good results: Eight ounces of rye whisky is diluted with 8 ounces of water, and the mixture is made into a paste with 2 ounces of starch. Three-fourths of an ounce of good glue is dissolved in the same amount of water, an equal amount of turpentine is added, and the mixture and the paste are combined.

J. H. M.—Tannin makes a black, inky mixture when added to solutions of iron salts. This explains why you got a black color in mixing tinctures of digitalis and iron chloride.

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EDITORIAL.

A PRACTICAL AND CONVINCING STORY.

We have already reported in the BULLETIN the gratifying and sensible decision of over 80 per cent of the druggists of Columbus, Ohio, to close their stores at eight o'clock every evening except Saturday. The history of this action has recently been related in "N. A. R. D. Notes" by A. W. Kiler, president of the local association. It is an interesting and convincing story.

In the first place Mr. Kiler and his forces started out with a determination to succeed—not with the half-hearted endeavors which usually spell failure at the very outset. The local newspapers were enlisted in the cause, and they did much good work in the development of public sentiment.* The city

salesmen of the jobbing houses were induced to lend their influence and assistance. The clerks became active. The druggists of the city were all interviewed. And finally a big meeting was held and the whole subject was threshed over thoroughly. It ended in a unanimous resolution to adopt an eight-o'clock closing hour.

But the leaders of the movement were wise. They realized that the rock upon which such plans usually split is the disinclination or the positive inability of a small minority to adopt early closing hours. There were several all-night stores in Columbus—and of course nothing could be done with them. There were several other stores located near the big hotels and the theaters—and it was too much to expect that they would close at eight o'clock. It was wisely decided to ignore these inevitable exceptions and accept half a loaf when a whole one was simply unattainable.

This world is a world of compromises anyway—and many failures of adjustment to conditions spring from an ignorance of this fundamental truth.

But, with the exception of the few all-night stores, *some* degree of improvement was gained everywhere. The down-town stores which formerly closed at eleven o'clock adopted a ten-o'clock schedule. Those which formerly closed at ten agreed to close at nine-thirty or nine. Still others reduced the hour to eight-thirty. And over 80 per cent of the druggists of the city—including practically everybody outside the down-town district—formally agreed to close promptly at eight o'clock!

What a sensible arrangement!

It has since been found in Columbus (as, indeed, it has been found in other places where early closing hours have been adopted) that the public soon adapts itself to the change. Finding that the neighborhood pharmacy closes at eight, people quickly learn to make their purchases before that hour and the druggist loses nothing. It is all a matter of custom—pure and simple. Most druggists, unfortunately, can't see it that way, and much of the trouble has arisen from this type of mental astigmatism.

*One of the pungent newspaper cartoons is reproduced on another page of this issue of the BULLETIN.

Another bogie man is the excuse that drug stores must remain open for emergency purposes. In Columbus it was found that physicians were anxious to have the druggists close earlier and thus discourage late evening calls upon them—physicians, indeed, are just as anxious as other people to have time for rest and recreation. The emergency business done by any neighborhood druggist between the hours of eight and ten o'clock is so small as to be negligible anyway.

Furthermore, why can't a consumer jump on a car and go down-town to an all-night store if he really must have something immediately? Even this would rarely be necessary, for the physician is always prepared to supply pressing emergency needs himself.

But why argue the matter further? The Columbus druggists have punctured all the fallacies that surround the subject. They have shown that the familiar objections to early closing are made of straw. What arguments in rebuttal can avail in the light of such a demonstration?

Go thou and do likewise.

THE FAR-REACHING BENEFITS OF THE LAW.

The food and drugs act has in detail caused so vast an amount of inconvenience that sight has been very largely lost of the great and far-reaching benefits which are sure to result from the operations of the law. Let us turn our backs for an instant upon the temporary confusion about us and glance ahead to some of the salutary reforms which will unquestionably be brought about.

1. The law will prevent effectively the interstate shipment of adulterated, sophisticated, and inferior drugs and preparations. In so doing it will remove the occasion for those disastrous crusades which are prompted from time to time by the discovery that the medicinal preparations dispensed by the druggist are often not what they should be. Such crusades do the reputation of the retail drug trade, which is its chief capital, incalculable harm. Now the public will understand that any one trafficking out of his own State in dishonest drugs must reckon with the federal government, hence anxiety and distrust will be allayed.

2. The physician will have greater confidence in the quality of drugs dispensed on his prescriptions by the druggist. The food and drugs act will in our

opinion tend to discourage self-dispensing by the medical profession.

3. To the consumer the new law will be a boon beyond all price. The benefit to him will be almost unmixed, save by the increased prices which certain commodities will now command.

4. The standard of integrity and honor among all classes of business men engaged in the vending of drugs and medicines will be appreciably raised. Men who *want to be upright* will not have to resist the tremendous temptation and pressure which is exerted on the honest manufacturer when he has to encounter selling prices and quotations *lower than his own costs*. This law will have on the commercial morality of all the classes whom it concerns an effect second only to that exerted by banks and other institutions of trust.

5. The prohibition of false statements in the advertising of proprietary medicines ushers in a new era in this industry. Whatever may have been its past abuses, it is idle to suppose that its vast development would have been possible were there not a wide public demand. The external legislation will now be followed by an internal reform which will not injure the proprietor who wants to do an honest business, and which will protect his customer.

BEATING THE MAIL-ORDER HOUSES AT THEIR OWN GAME.

All signs indicate that the retail dealers of every class in the West are waking up to a realization of the fierce inroads cut into their operations by the great mail-order houses of Chicago and other cities. Everywhere they are organizing, scheming, plotting—endeavoring to defend themselves against the aggression. From all sides a cry is going up that the parcels-post measure in Congress, which would incidentally help the mail-order houses, must be defeated. But more hopeful and significant than these phenomena is the evidence that retailers are individually adopting methods of business which enable them to meet the competitor boldly on his own ground and defeat him on his own terms.

A recent number of *The World's Work* contained an interesting and suggestive article from Louis H. Martin, under the title of "How Dealers in Small Cities Compete with Mail-order Houses." Mr. Martin held that the chief weapon of the mail-order house is, not its prices or its assortment of goods, but *its advertising literature*. This is the weapon,

then, that the local dealer must use if he would place himself on equal terms with his great adversary. Let him issue circulars and folders at frequent intervals. Let him use the advertising columns of the local papers. Let him print a catalogue if he can afford it and finds it practicable.

The local retailer has many advantages over the mail-order house if he only recognizes them. He can save the customer delays. He can enable him to see what he is buying. He can let him exchange goods if he desires. But these advantages must be pointed out: the facts must be stated in one's advertising in season and out of season: the consumer must be told, and told again, and then told the third time, that he can do better at home than abroad, and the story must be made convincing by the use of prices and figures. Often the consumer doesn't know how large and extensive the dealer's stock is: he must be told. Frequently he thinks the mail-order price is less: he must have the element of postage or expressage called to his attention.

Fortunately many druggists in the West are adopting these methods and are holding their own if not advancing on the enemy. Some months ago, for instance, it was shown in the BULLETIN's department of "Business Hints" how A. D. Lemmon, of Guthrie Center, Iowa, had published advertisements of wall-paper in the local paper alongside the announcements of the mail-order houses, and had demonstrated by figures that the cheapest and best place to trade was at home.

Mr. Martin, in the article already alluded to, makes it clear that retailers in other lines are using similar methods, and he states the interesting fact that the very necessity under which dealers have labored of being more aggressive has itself greatly developed and broadened them. Thus the mail-order house has proved a benefit no less than a detriment.

"DOLLAR IDEAS."

The BULLETIN wants to start a new department under the title of "Dollar Ideas."

Our plan is to pay a dollar for every idea of a practical nature.

We don't want articles—we want ideas—short, terse suggestions comprising not more than a paragraph or two.

Something like these, for instance: An original formula for a good specialty or a regular pharma-

ceutical; a bookkeeping kink; a short-cut method of doing some familiar task; a novel way of "pushing" a certain article or line of articles; a plan which has made money; an expedient for overcoming some dispensing difficulty; a discovery of a practical nature; an advertising idea; a new soda drink—and so on *ad infinitum*.

Every druggist and every clerk is constantly developing suggestions and making discoveries of this sort. Jot them down and send them to us in as few words as possible.

For every "idea" found acceptable we will send a dollar by return mail.

Now let us hear from you—the more the merrier. And you clerks—we want to get you interested, too.

A DOLLAR BY RETURN MAIL FOR EVERY PRACTICAL IDEA!

THE OBSERVER'S COLUMN.

The Observer walked in the store of one of his friends the other day to make a small purchase and incidentally to have a few minutes' chat. The proprietor was absent, and a new clerk had evidently been installed since the Observer's last visit. He stood by the front case looking out-of-doors, and at first sight his clean-cut appearance and intelligent look quite pleased the Observer.

But first impressions are sometimes misleading.

The Observer, after inquiring if his friend, the proprietor, was in, and finding that he was not, asked to be supplied with the article which he had come in to purchase. The new clerk received the order in silence, wrapped up the article in silence, handed it over the counter in silence, and received payment in silence.

Not a word spake he. Is this a sphinx or a deaf-mute? thought the Observer.

The expression on the clerk's face never changed. Intelligent it was, as the Observer has already remarked, but it was also haughty, supercilious, almost frigid. It was the kind of a face you always find on the man who sells you theater tickets from the box office window. "Take them quick and move on," the face seems to say. "Be glad to get anything. We are doing you a great favor to sell you tickets at all. You ought to be tickled to death to get inside the theater. But for our charity you might have to

stand outside during the play and look at the bill boards on the sidewalk."

Not that the Observer was nettled at all by the clerk's attitude. Such things always amuse him. Whenever any one tries to play the High and Mighty with him, his sense of humor is invariably touched and he has difficulty in keeping his face straight. The Human Animal is funniest when he is unconscious of it.

But while the Observer was smiling inwardly at this Superior Drug Clerk, he thought to himself that perhaps the clerk wasn't the best possible kind of an employee for his friend, the proprietor. He was beautifully adapted for selling tickets in a theater or a railroad depot, but his talents seemed a little out of place in a drug store. This impression was confirmed an instant later.

A little girl, perhaps 8 years old, came in and asked if bromo-seltzer was kept in ten-cent bottles. At that the deaf-mute spoke. He was suddenly galvanized into life. In a voice not rendered fluty and soft by the milk of human kindness, he blurted out:

"What's the matter? The old man out late last night and got a big head this morning?"

This of course was a singularly courteous and polite thing to say—well calculated to please people and retain them as customers of the store. Did the little girl go home and repeat the remark to her father? Undoubtedly she did. What did the father do?

Unfortunately the Observer isn't able to give the culmination of the incident. Had he the time, he would have enjoyed staying around a few minutes to see what happened. But he had to go, and he has been wondering ever since what "the old man" did when the suave and gracious remark of the clerk was repeated to him.

The Council on Chemistry and Pharmacy of the American Medical Association, believing that pepsin and pancreatin make an irrational combination in solution, has placed its stamp of disapproval upon the Compound Digestive Elixir of the N. F., and has requested the A. Ph. A. to eliminate this formula from the book. The argument is that pancreatin is inert in acid mixtures, while pepsin is similarly inert in alkaline mixtures, and that the two ferments cannot permanently be held in active form in any one solution.

THE MONTH.

A HORDE OF PURE FOOD AND DRUG BILLS.

It is very evident that the drug trade of the United States will need to pay very close attention during the next few months to the legislative situation. A perfect horde of bills of various kinds have appeared in State legislatures throughout the country. The place of honor must be accorded to the federal food and drugs act, and it seems manifest now that pharmacists, whether they like it or not, will have to accept State laws based upon the national measure or else be prepared to give legislators very good and convincing reasons why such enactments should not be imposed for another year or two. Last month we chronicled the decision, reached in a conference in Chicago of the representatives of the A. Ph. A., the N. A. R. D., the N. W. D. A., and the P. A. of A., to attempt the delay of the adoption of the federal act in the several States until familiarity had been gained with the actual operations of the law and until the subject of State legislation could be handled with a surer knowledge and a wider experience. This position seemed to us sound, and we commended it to our readers, but the developments of the last month have indicated a tremendous pressure all over the country for the enactment of food and drug legislation, and it may not be possible to resist it.

* * *

TO ACT OR NOT TO ACT?

The federal law, subjected to more or less modification, has been introduced into the legislatures of Arkansas, Missouri, Wisconsin, California, Kansas, Illinois, Maine, Montana, and Iowa. It has been amended in some particulars and made ready for introduction into the legislatures of Pennsylvania, Georgia, and New Jersey. Other pure food and drug bills, differing from the national act, have appeared in Alabama, California, Nebraska, and New Hampshire. With the situation thus presented the drug trade must be prepared to cope. Where a pure food and drug bill is sure of passage, druggists must see to it that it is a bill of the right sort, and it would be wise to have a draft in readiness which could be introduced as a substitute for any measure of an unsatisfactory character. In a word, the following position would seem to be the soundest one for the trade to adopt: If possible delay pure food and drug legislation for a year or two

until a chance has been provided to study the workings of the national law; if this course is not possible, introduce a satisfactory measure as a substitute for any unsatisfactory one that might be pending, or else make such amendments to pending bills as may be necessary—and then work hard and watchfully!

* * *

POINTS OF DIFFERENCE IN THE BILLS.

It is clear that a wave of sentiment in favor of pure food and drug legislation is passing over the country, and this will need to be guided with some vigor and intelligence if the confusion of chaos is successfully avoided, and if that degree of uniformity is obtained which is so necessary in legislation of this sort. Many of the pending bills embody more or less radical changes from the federal act upon which they are based. Thus the Kansas measure adds strychnine and arsenic to the list of drugs whose presence must be stated upon the label, while the California bill goes even farther and adds "or any other poison or narcotic drug" to the labeling clause. A draft which the National Wholesale Grocers' Association has prepared for general introduction in various State legislatures fails to exempt prescriptions and N. F. and U. S. P. preparations from the labeling clause. The New York pharmacists, prepared to introduce a food and drug bill if necessary, object to the inclusion of acetanilide in the list of narcotics. These few instances show how the various bills differ from one another, and they indicate how necessary it is to keep a close watch on any changes that might be made during the debates on the measures in the various legislatures.

* * *

TWO MODEL FOOD AND DRUG MEASURES.

Practically the only amendment to the federal act which the drug trade is insisting upon is the exemption of prescriptions and N. F. and U. S. P. preparations from the alcohol and narcotic labeling clause. The conference of the four national associations, already spoken of in a previous paragraph, went over the federal law very carefully and made such changes as were necessary to prepare it for State instead of national use, incorporating the aforementioned exemption to the labeling clause in the following language:

Provided, that nothing in this paragraph shall be construed to apply to the dispensing of prescriptions written by regularly licensed practicing physicians, veterinary surgeons, and dentists, and kept on file by the dispensing pharmacist, nor

to such drugs as are recognized in the United States Pharmacopœia and the National Formulary, and which are sold under the names by which they are recognized.

Copies of this draft can be secured of the secretary of the N. A. R. D., Thomas V. Wooten, 79 Dearborn Street, Chicago. The draft which the Pennsylvania druggists have drawn up goes farther and exempts the preparations of the American Homeopathic Pharmacopœia as well as those of the N. F. and the U. S. P. The Chicago model makes it the duty of the State Dairy and Food Commissioner to enforce those provisions of the act relating to foods, while the enforcement of the drug provisions is placed in the hands of the Board of Pharmacy. In this respect the Pennsylvania bill is a little unique in providing for a pure drug commission made up from members of the State boards of medical and pharmaceutical examiners. Copies of the Pennsylvania draft could doubtless be secured of William L. Cliffe, 2778 Kensington Avenue, Philadelphia. Either one of these measures is worthy of general adoption.

* * *

SEVERAL PATENT MEDICINE BILLS.

Passing from this consideration of the food and drug bills in the various State legislatures, we may next note the numerous patent-medicine measures which have made their appearance here and there. Editor Bok has apparently succeeded after two or three years of effort in creating a well-organized attempt to secure the enactment of the "Ladies' Home Journal bill."* It has made its appearance this year in the legislatures of Vermont, Minnesota, Missouri, Tennessee, Michigan, Iowa, Wyoming, and Idaho, and it is pending in committee in several other legislatures. Formula-on-the-label bills have been introduced in New York, Arkansas, and Texas. The West Virginia legislature is considering a measure "to regulate the manufacture and sale of patent medicines." In Michigan a bill has appeared forbidding the manufacture of any patent medicine until the State Board of Health has passed upon it, and providing for the manifestly unjust and inexcusable tax of \$2000 upon all patent-medicine makers. Since this taxation clause affects druggists with a line of their own specialties, quite as much as it affects patent-medicine proprietors, the pharmacists of the State are up in arms over the measure.

*The provisions of the "Ladies' Home Journal bill" were explained on page 491 of the BULLETIN for last December.

ANTI-NARCOTIC
MEASURES.

The next group of bills which we shall consider in this review is made up of several anti-narcotic measures. The "Chicago Conference bill," which was drawn up by the four national associations last year in Chicago, and with which our readers are presumably familiar, has made its appearance in North Carolina and West Virginia.* Other anti-narcotic bills have been introduced in South Carolina and Iowa. Several anti-cocaine and anti-narcotic measures are pending in the legislatures of New York and West Virginia. In New York, indeed, two or three measures have been introduced and strongly pushed by interests alien to the drug trade, and the pharmacists of the State, at a special meeting held last month in Albany, decided upon attempts to defeat these bills and to achieve the enactment of the so-called "Whitney measure." The latter emanated, we believe, from the Board of Pharmacy, but it seems to us seriously defective in restricting the sale of cocaine and eucaine only, leaving opium, morphine, and other narcotics on the unrestricted list. It has been found over and over again that an anti-cocaine law is of very little use, since habitués who are denied one drug will merely turn for relief to another. In New York City we observe that the Board of Health has recently adopted an ordinance prohibiting the sale of cocaine except upon physicians' prescriptions.

* * *

OTHER BILLS.

A brief reference may now be made to a few other bills pending in different legislatures. A graduation prerequisite law has appeared in Minnesota, and we observe that a well-organized movement is being made to defeat it on the ground that "the time is not yet ripe for such legislation in Minnesota." No fewer than twenty bills affecting pharmacy in some degree or other have been introduced in Missouri, and it is gratifying to see that the pharmacists and physicians of the State are coöperating in an effort to handle the situation intelligently. Governor Folk has requested the Board of Pharmacy to draft a general pharmacy bill, the existing statute being unsatisfactory to all concerned. General pharmacy bills have also appeared in North Dakota and Wyoming, while the druggists of Texas are making another effort to provide

for a single board of pharmacy covering the entire State. Bills have been introduced in Kansas and Texas providing for a tax on itinerant venders of patent medicines, and these are being pushed more or less vigorously by pharmacists. Among several ridiculous measures introduced in Missouri, one would compel druggists to file with the county clerk copies of all prescriptions calling for mixtures containing more than 20 per cent of alcohol.

* * *

FIRST CRIST OF
U. S. P. CHANGES.

We are informed by Professor Remington, chairman of the Revision Committee of the U. S. P., that the following constitutes the first list of changes and corrections made in the Pharmacopœia as the result of the agitation which has developed since the enactment of the food and drugs act:

Belladonna Leaf *now* 0.3 per cent mydriatic alkaloids.
 Belladonna Root *now* 0.45 per cent mydriatic alkaloids.
 Colchicum Seed *now* 0.45 per cent colchicine.
 Ipecac *now* 1.75 per cent of ipecac alkaloids.
 Stramonium *now* 0.25 per cent of mydriatic alkaloids.
 Fluidextract of Belladonna Root *now* 0.4 Gm. alkaloids in 100 Cc.
 Tincture of Belladonna Leaf *now* 0.03 Gm. alkaloids in 100 Cc.
 Fluidextract of Colchicum Seed *now* 0.4 Gm. alkaloids in 100 Cc.
 Tincture of Colchicum Seed *now* 0.04 Gm. alkaloids in 100 Cc.
 Fluidextract of Ipecac *now* 1.5 Gm. alkaloids in 100 Cc.
 Fluidextract of Stramonium *now* 0.25 per cent alkaloids.
 Extract of Stramonium *now* 1.0 per cent alkaloids.
 Tincture of Stramonium *now* 0.025 Gm. alkaloids in 100 Cc.
 Jalap Root *now* 7 per cent of total resin.
 Under the article Petrolatum, page 336, U. S. P., last paragraph, the sulphuric acid test has been dropped.

* * *

MR. BODEMANN'S
RETIREMENT.

The friends of William Bodemann all over the country sincerely deplore the action of Governor Deneen in retiring him from the Illinois Board of Pharmacy. The appointments of Mr. Bodemann and one or two other members of the board, made by Governor Yates on the eve of his retirement from office nearly two years ago, had been held up in the senate by request of Governor Deneen, and thus it was possible for the governor to make changes on the board without asking for resignations. Just what motives actuated him in Mr. Bodemann's case no one seems to understand, and it is now generally believed that his excellency acted under misapprehensions and regrets his course. Mr. Bodemann has made an admirable

*The "Chicago Conference bill" was described on page 25 of the January BULLETIN.

record. He has attracted national attention and favor by his determined efforts to prevent the illegal and immoral sale of narcotic drugs. He has fought for the more rigid examination of candidates for registration. He has insisted upon higher standards all along the line, indeed, and he has throughout his five years of service on the board presented the somewhat rare spectacle of a public man who has not been afraid to do his duty as he saw it. Resolutions eulogistic of Mr. Bodemann's services, and adopted by both the C. R. D. A. and the Veterans' Association, are printed elsewhere in the "Scrap Book" department of the BULLETIN.

* * *

Sincere regret was brought to
JOHN I. STRAW. N. A. R. D. circles all over the country last month by the deplorable suicide of John I. Straw. No adequate reason has so far been vouchsafed for Mr. Straw's action. He walked into the pharmacy of a friend one evening, sat down behind the prescription counter, and while the proprietor was out in the front of the store placed a revolver behind his right ear and fired. Meanwhile he had left a note on the pharmacist's desk reading: "Friend Foster: I beg you to keep this from my family until to-morrow morning. Please note the time: January 31, 9:30 o'clock p.m. Good-by." Mr. Straw leaves a widow and two daughters, and much sympathy is being felt for his family. For two years Mr. Straw was president of the Chicago association. He was prominent at several of the national conventions and served in various capacities on committees and the like. The Illinois association also claimed him as one of its leaders. At the funeral representatives were present from the C. R. D. A., the I. P. A., the N. A. R. D., and a number of civic and political organizations. Mr. Straw had sold his store and retired from business some years before.

* * *

In this department in recent
A DECISION OF INTEREST. months we have referred to the injunction suit brought by Montgomery Ward & Co., the large mail-order house in Chicago, against the South Dakota Retail Merchants' Association. The members of this organization, seeking to protect themselves against the aggressions of the mail-order houses, notified the jobbers a year ago that they would refuse to deal with

them so long as goods which they handled were handled likewise by Montgomery Ward & Co., and they afterwards did cut off business relations with a number of jobbers who refused to comply with their wishes. Judge Carland, of the United States Circuit Court at Sioux Falls, has now declared that the retailers were acting within their rights, and he has refused to grant the desired injunction. The essence of the decision is that a group of retailers may agree among themselves not to patronize any firm whose business policy tends to build up rivals in the field at their expense, and that they may publish all the facts which disclose the attitude of any house toward the legitimate retail trade. The bearing of this decision upon the fortunes of the N. A. R. D. is obvious and in need of no elucidation. Unfortunately the courts have decided differently on the question in some instances.

* * *

Several evidences of the develop-
"THE NEW ECONOMIC ORDER." ment of "the new economic order" have manifested themselves during the last month or two. The Hege-man Corporation in New York, which has opened or purchased several additional branch stores during the last year, has now taken over the pharmacy of the Knickerbocker Drug Co. at the corner of Broadway and Bleecker Street. "The United Drug Stores Co.," apparently a new corporation, has purchased the two stores in Baltimore of Williamson & Watts. Preparations have also been made to open a third store, while rumors are afloat that several additional branches are in contemplation. In Omaha, Sherman & McConnell, owners of the largest drug store in the city, have recently decided to open a branch. Passing from the retail field, we observe that a buying club is in process of formation in Cleveland, while the pharmacists of Wisconsin have brought into being "The Druggists' Mutual Fire Insurance Co." Of the latter concern H. L. Schulz is president, Edward Kettler, Jr., secretary, and F. J. Roemer treasurer.

* * *

The *Druggists Circular* is to be
FIFTY YEARS OLD. congratulated for the youth and vigor which it exhibited on the occasion of its fiftieth birthday. The Golden Jubilee number issued during January in honor of the occasion was exceedingly interesting and valuable in character. The growth of pharmacy during

the last half century was set forth in a series of historical articles from experts, while three young men, aspiring to the possession of the prophet's mantle, looked ahead to what pharmacy was to be fifty years hence. The colleges and the associations were given adequate credit for their share in the last fifty years of achievement, and both were made the subject of historical treatment, but through some oversight the very considerable and unquestionable service of the pharmaceutical press was not acknowledged, nor was any reference made to the history of pharmaceutical journalism. The Jubilee number comprised 196 pages of text, and must have involved Messrs. Hays and Snively in an enormous amount of labor. The book was copiously illustrated, and portraits appeared of nearly everybody at all prominent in any of the various pharmaceutical activities of the past and the present.

* * *

DON'T DO IT! We hope we are mistaken in the belief that the Council of the A. Ph. A. is planning to hold this year's meeting of the organization in the center of New York City. The suggestion has been made in the "Bulletin of the A. Ph. A." that the meeting be held at the Hotel Astor on Broadway, and during the month of July at that. It cannot be that the versatile and accomplished editor of the "Bulletin" knows what an inferno the heart of New York City is in July. It far exceeds anything that Dante ever imagined. It was the general impression at Indianapolis last September, when New York City was selected, that the meeting was to be held at some resort like the Brighton Beach or the Manhattan Beach Hotel. Both of these are within the municipal limits of Greater New York, and both would make very satisfactory places for the convention. As for Broadway in July—excuse us! The picture of wilted collars, melted shirt-waists, red faces, and suffering and tortured humanity is sadly disturbing to our natural serenity, not to speak of our comfort.

* * *

The Kentucky Board of Pharmacy, following in the wake of the Michigan Board, has decided to employ a man for the sole purpose of inspecting the character of drugs and drug stores throughout the State, this expense having been made possible by the recent law increasing the renewal fees from one to two dollars.

The "square deal prescription blank," explained at considerable length by Franklin M. Apple before the last meeting of the A. Ph. A., and described in the October BULLETIN, has been adopted by the N. A. R. D., and the blanks are now available at the headquarters office in Chicago.

* * *

Charles H. Avery, recently appointed president of the American Druggists' Fire Insurance Co., and made a member also of the Illinois Board of Pharmacy, has found it necessary to retire from the position of general organizer of the N. A. R. D.

* * *

The Metropolitan Association of Retail Druggists in New York City has decided to raise \$6000 for the work of carrying on more aggressively the popularization of U. S. P. and N. F. products among the physicians of the city.

* * *

Of 2704 samples of drugs collected from druggists last year, the Board of Pharmacy of New York State found deficiencies in 220 instances only. This was a percentage of 8.15 as against 10.2 for the year previous.

* * *

A "Carnegie University" will soon be established in Chicago "for the teaching of medicine, dentistry, pharmacy, science and arts, law, theology, and all kindred branches of learning."

* * *

A Chicago druggist has just been compelled to pay damages of \$600 as the result of a prescription error. He dispensed atropine when some other drug was called for.

* * *

This year's meeting of the N. A. R. D. will be held in Chicago. The exact date has not yet been fixed, but it will probably be either September 9 or 16.

* * *

Mendeleef, the great Russian chemist and the author of the famous periodic law, died last month in St. Petersburg at the age of 73.

* * *

The State Food Commissioner of Ohio has appointed Prof. James H. Beal to the position of State Drug Inspector.

A TRIP TO PHILADELPHIA.

Men, Stores, and Things of Pharmaceutical Interest—Some of the Historic Places—The Schools—The N. A. R. D. Situation Locally—A Druggist with Sales of a Million Dollars Annually.

By HARRY B. MASON.

I was glad to find myself in Philadelphia not long since. Philadelphia is a city of pharmaceutical traditions. Historically it plays no less important a part in the formation of American government and



William Procter, Jr., "The Father of American Pharmacy," practiced his profession in this store for over thirty years. The location is at the corner of Ninth and Lombard Streets. The present owner of the pharmacy is Mr. Preston, but business is done under the name of "The William Procter, Jr., Co."

independence than in the foundation of American pharmacy. Penn and Franklin have their counterparts in Parrish and Procter. The First Congress has its analogue in the Philadelphia College of Pharmacy, which was the first of its kind in America, and which signalized the separation of pharmacy from medicine and its independence as an autonomous profession. It was in Philadelphia that the first pharmaceutical magazine was established, and in view of the circumstances of its origin it is fitting that it should be called "The American Journal of Pharmacy." It was in Philadelphia that the American Pharmaceutical Association was organized. American pharmacy, indeed, quite as much as the American nation, was born and cradled in Philadelphia, and to this origin and early development we owe much of our professional character and standing.

PROFESSION VS. BUSINESS IN PHILADELPHIA.

Of later years, pharmacy, while striving to preserve the spirit of professionalism as the heart of the organism, has developed a commercial nature in order to adapt itself successfully to the changing conditions of the times. Has this concession to commercial necessities been made as freely in Philadelphia as elsewhere? This question I asked myself before visiting the city, and I fancied after a rather superficial observation that it was answered in the negative.

It seemed to me that the old professional ideals were clung to more tenaciously than in other large American cities, and that, as a natural corollary, business methods were practiced less aggressively. I should be inclined to say, for instance, that the *average* store in Philadelphia has a trade not more than two-thirds as large as the *average* store in New York or Boston. Less emphasis is placed upon



Charles Leedom, who owns two prosperous stores in Philadelphia, and who does a large specialty and physicians' supply business.

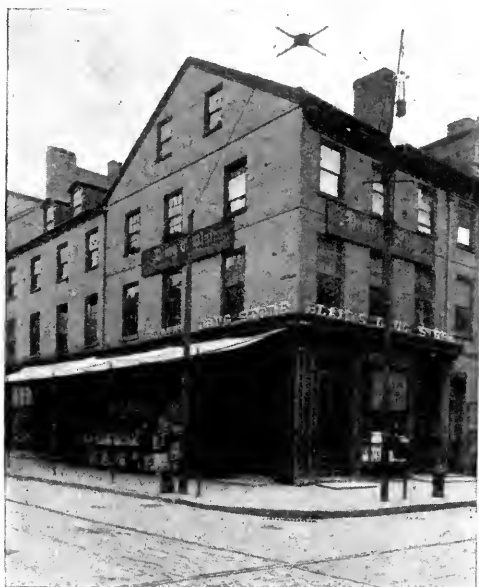
side-lines. The stores are smaller. Not so much advertising is done. On the other hand, the prescription business is relatively larger, more attention is paid to dispensing and manufacturing, every-

body has a full line of his own domestic remedies, and it is perhaps not without significance that I ran across several druggists (no, the word "pharmacists" seems more appropriate)—I ran across several pharmacists who did a considerable business in physicians' supplies. Among these particularly were Charles Leedom, on Filbert Street, near the city hall, and Robert McNeil, out several miles in the "mill district" of Kensington. Both these men, indeed, have a couple of travelers calling constantly on the physicians of Philadelphia and vicinity.

The Philadelphia pharmacist can do business at a smaller expense than his brothers in other cities. The rents are less for one thing. Then, too, the old practice still prevails of employing clerks from among the classes at the college. These can be had at an expense ranging from four to eight dollars a week, and in some instances they live over the store with the proprietors as they did in the days when regularly indentured apprenticeships were the rule.

OLDEST STORE IN PHILADELPHIA.

This custom is interestingly exhibited in the store of Henry C. Blair, which, by the way, is the oldest



This shows the oldest existing drug store in Philadelphia. Henry C. Blair, the third of that name, is the proprietor, and the store is located at the corner of Eighth and Walnut Streets. The clerks sleep over the store as they did in the earlier days of the "apprenticeship" system.

existing pharmacy in Philadelphia. It was established in 1829, a few years after the creation of the Philadelphia College of Pharmacy, and the present Henry C. Blair is the third of that name to own and

conduct the business. The store has a remarkable history and there are pharmacists all over the United States who owe their training quite as much to practical experience with one of the Blairs as to instruction in the Philadelphia College.

The present Mr. Blair is a young man in his early thirties and is unmarried. In the summer he lives with his mother and sister in New Jersey: in the winter he rooms with his clerks on the floors above the store. He employs three students (one from each of the classes in the college), three other clerks (two of them registered and one a qualified assistant), and an errand boy.

THE PROCTER, MAISCH, AND OTHER STORES.

This reference to the Blair pharmacy brings to mind other historic stores in Philadelphia. The old Procter store is still in existence at the corner of Ninth and Lombard Streets, and a picture of it is shown in one of the accompanying illustrations. To indicate its proud history, and perhaps to profit by it, the business is conducted under the name of "The William Procter, Jr., Co." It is owned by Mr. Preston, and I was told that it enjoyed a profitable business. The Maisch pharmacy is yet conducted in its old location on Ridge Avenue above Fairmount. The Parrish store is out of existence. None of these great leaders of American pharmacy succeeded financially as business men, I was told. But this need not be charged up against them. Concentration is the price of success, and they concentrated their energies elsewhere than in their business. As teachers and investigators, as authors and leaders, they attained fame and success—and this was surely enough.

A DRUGGIST WITH SALES OF A MILLION A YEAR.

Passing by the historical stores in Philadelphia, let us glance at some of the modern establishments. New York has four big drug-store merchants, each with several large branches—Hegeman, Riker, Jungmann, Caswell-Massey. Philadelphia has just one—George B. Evans. The absence of large and aggressive stores in the city gave Mr. Evans a unique opportunity, and he has made the most of it. At his main establishment at 1106 Chestnut Street he occupies a double store of four floors, and he does an annual business of half a million dollars. At his four other stores he does about as much more, making total sales of a million dollars a year. In many respects Mr. Evans has gone farther afield into com-

mercialism than the big drug merchants in other cities, and his "gift-goods" features resemble department rather than drug stores.

I was told by the P. A. R. D. people themselves that Mr. Evans had always conducted himself to



George B. Evans owns five drug stores in Philadelphia and does a total business of a million dollars a year. In this headquarters pharmacy, located at 1104-6 Chestnut Street, the annual sales average about half a million.

their satisfaction in the maintenance of prices. Sometimes he would ask for a lower price on some article than they had established, but once the schedule was adopted it was kept by him in good faith. The aggressive cutters in the city are Jacobs Brothers and Loder. The Jacobs brothers were formerly employed by Mr. Evans, and they established a handsome store on Chestnut Street three or four years ago. Loder is over on the other side of Broad, at the corner of Chestnut and Sixteenth.

A VISIT TO LODER'S STORE.

I walked into Loder's place one evening with considerable curiosity. I found what was essentially a patent-medicine store. Little else but patents were to be seen until I had gotten down to the farther end of the room—behind the last counter at the end. The store is long and narrow, and the stock is very large. A gallery runs the full length of the room at the right, while over the prescription and drug departments in the rear is a mezzanine balcony on which, among other things, is Mr. Loder's desk. Here he sits with a full view of the

store beneath. Personally Loder is an agreeable sort of fellow, not at all boastful or belligerent. It was hard to fancy that he had made such a stiff and determined fight against the N. A. R. D. His manner is quiet, his voice is soft and well modulated, and he speaks of the "iniquitous drug trust" with a gentleness and good humor which go far to rob his criticism of its pungency. In a conspicuous position in the store is a large placard reading: "Loder's Drug Store is the only one in Philadelphia not in the Drug Trust."

Judge Archbald, in ordering a retrial of the suit against the P. A. R. D., had incidentally expressed opinions supporting Loder in practically every respect, and Loder led me to believe that the case would be continued with vigor and determination. Despite this, however, there seemed to be a general feeling in Philadelphia that the suit would not be heard from again in the courts. Whether this prediction proves sound remains to be seen. Meanwhile the P. A. R. D. people, dissatisfied with the conduct of the first trial by Attorney Johnson, de-



Dr. Clement B. Lowe, who owns a handsome store out in Germantown, and who is professor of materia medica in the Philadelphia College of Pharmacy.

clare that they could defend themselves much more successfully another time, and they express an entire willingness to appear in court again.

PRICES IN PHILADELPHIA.

Average prices of 23, 43, and 80 cents are obtained on patents by practically everybody but Loder and Jacobs Brothers, and neither Evans nor other druggists pay any attention to the cutting from these quarters. Many goods, such as contract and rebate products, are denied Loder and Jacobs by the manufacturers, and the cutting is consequently more or less circumscribed. In the residence districts

better prices than those mentioned are secured in many instances. The department stores in Philadelphia are not a factor. Snellenburg Brothers have a drug department, but it is far from being a success.

MESSRS. POTTS, REHFUSS, AND CLIFFE.

Philadelphia has from the first been a strong N. A. R. D. town, and several of the national leaders are to be found in the city. Prominent among these are Thomas H. Potts and Charles Rehfuß—the former a member of the national executive committee at present; the latter an ex-member of the committee and the president of the P. A. R. D. I visited both men at their pharmacies one morning and found them within a few squares of one another. Rehfuß has three prosperous stores, but he confines his attention chiefly to the main one at the corner of Thirteenth and Columbia—a location which might be called the “up-town business district.” “Tom” Potts—as every one affectionately calls him—is at the corner of Seventeenth and Montgomery, in a good residence neighborhood. The Potts store is shown in one of our illustrations. David Potts has a prosperous store down-town—on Market

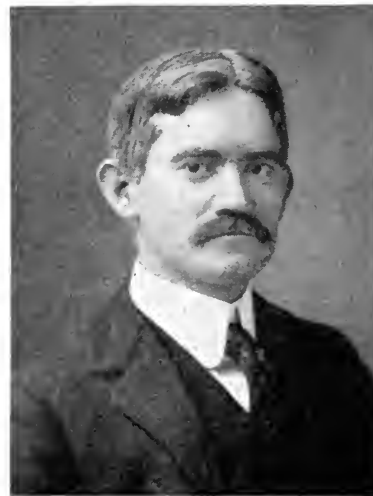


Thomas Potts, the well-known member of the Executive Committee of the N. A. R. D., does business in this pharmacy, located at the corner of North Seventeenth Street and Montgomery Avenue, in a good residence district.

Street not far from the Camden ferry; and his location gives him a large volume of trade from the Jersey “commuters” who come in to business every day.

The name of William L. Cliffe is conspicuous in matters pharmaceutical in Philadelphia and through-

out the State. As a member and the treasurer of the Board of Pharmacy; as ex-president of the State association; as an officer in the local association, the alumni association of the college, the American



William L. Cliffe, who owns two stores, and who is prominent in many ways in pharmaceutical matters.

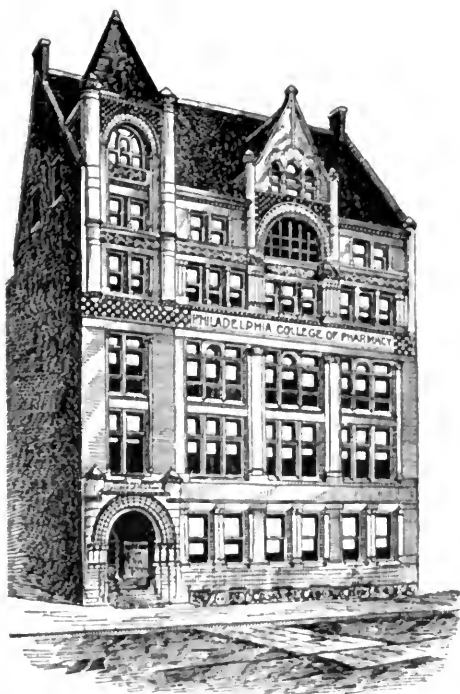
Pharmaceutical Association, Mr. Cliffe has done and continues to do solid work for the betterment of honest and upright pharmacy. He has two successful stores out in the “Kensington district,” and they are only a few blocks apart. Neither cigars nor soda is sold in the Cliffe pharmacies, and 12,000 prescriptions were dispensed in the main store last year.

There are many other pharmacies, and many other stores, which I ought and would like to mention, but with so large a field to cover I can but flit here and there in a superficial manner, awaiting my chance in future articles to do better justice to the subject. Before passing on, however, I might speak of one well-established store in the heart of the down-town district. The old Llewellyn pharmacy, on Chestnut Street above Broad, now owned and conducted by H. C. Swartley, is characterized by an atmosphere of quiet dignity which is hard to describe but which impresses you the instant you enter the door. A large prescription trade and a good business in a long list of Llewellyn specialties are perhaps the leading features of the store. Mr. Swartley is modest and retiring in temperament, seeks to avoid the lime-light, is a good pharmacist and business man, and numbers among his customers some of the best families in Philadelphia.

A PHARMACEUTICAL MEETING AT THE COLLEGE.

Of course I attended one of the monthly pharmaceutical meetings at the Philadelphia College. I was down on the programme and couldn't very well help it if I had wanted to. Professor Remington presided as chairman, and he did so with the mingled force and suavity for which he is famous. Professor Kraemer, as editor of the *American Journal of Pharmacy*, arranges the programmes for the meetings, and the papers are afterwards printed in the *Journal*.

These monthly meetings, unlike the custom over in New York, are held at eight o'clock in the evening. On the Island of Manhattan sleep is not considered necessary, and it doesn't matter if the clock strikes 10 or 11 or even 12 before the chairman drops his gavel and declares the meeting open; but your Philadelphian does not propose to "toil upward in the night." The college meeting was well attended. Messrs. Rehfuß, Cliffe, Potts, Wilbert, Lowe, Poley, and other well-known men were pres-



The Philadelphia College of Pharmacy, established in 1822, is the oldest in the country, and probably has the largest number of students.

ent; and the meeting was held in the large museum on the second floor—a room familiarly remembered by thousands of P. C. P. graduates throughout the country.

THE "MEDICO-CHI." COLLEGE.

There are two other pharmaceutical colleges in the city. One is well known—the Pharmacy Department of the "Medico-Chi." The other is a younger and smaller school—a department of



This handsome specimen of architecture is the main building of a series of structures comprising the equipment of the Medico-Chirurgical College of Philadelphia. The pharmacy department uses the chemical laboratory on the top floor, but has its headquarters in the second building in the rear, scarcely seen in the photograph. The Medico-Chi. is at the corner of Cherry and Seventeenth Streets.

Temple College, a "popular" and semi-sectarian institution.

Prof. I. V. S. Stanislaus, who is serving his first year as dean of the Medico-Chi. school of pharmacy, was kind enough to show me through, not only his department, but the dental and medical departments as well, concluding the trip with a visit to the new hospital. The latter is the finest I have ever seen and must represent the very acme of modern hospital construction. The laboratories in the Medico-Chi. are large and well-equipped. The chemical laboratories, under the management of Professor Meeker and his assistants, are particularly worthy of mention. The Pharmacy Department boasts of seven professors, three adjunct professors, and several instructors. There are courses leading to Ph.G. and Ph.C. degrees—the latter a special course inaugurated this year by Dean Stanislaus.

THE PHILADELPHIA WHOLESALE DRUG CO.

seems to be a prosperous concern, and I might close this sketch with a brief reference to it. It is coöperative in nature, and the stock is owned by 200 Philadelphia druggists. There is a capitaliza-

tion of \$10,000, and this is turned over about seven times a year. The building has three stories and basement, is 125 feet deep, and is located at 610 Arch Street. Frank Rohrmann, formerly a retailer in Baltimore, I believe, is the manager, and he has a staff of thirteen people. At one time and another

the company has had more or less difficulty in being "recognized" as a jobber, but I am under the impression that it has had smooth sailing now for some years.

Thus endeth the first chapter of an interesting trip to an interesting city.

PREPARATIONS OF THE HYPOPHOSPHITES.

Three Formulas for Different Types of Syrups—Many Useful Hints—A Paper Based upon Many Years of Practical Experimentation.

By W. C. GOODE.

Upon few pharmaceutical subjects has so much been written of doubtful value as upon syrups of the hypophosphites, and probably for no other class of preparations have so many utterly useless formulæ been published in the pharmaceutical press. Having tried a number of the published formulæ with unsatisfactory results, I started several years ago a systematic study of the difficulties involved, and some of my conclusions are herein set forth.

The pharmacy of these preparations presents some difficulties, but the claim of a few manufacturers that their production is impossible without the aid of a great plant and skilled experts is entirely without foundation. The statement so persistently dinged into our ears for years that there is great danger of precipitation of the strychnine, with dire results, may be relegated to the waste heap together with the statement made recently by a manufacturer, in a medical journal, that "it requires a month at least to make a good syrup of hypophosphites."

Considering the facts, however, it is surprising how meager is the information available in any of the text-books on this subject. No doses or incompatibilities are given, and the published formulæ and processes are defective, commonly, in some vital point.

When I began this study and experimentation, with the object of wholesaling the product to dispensing physicians in my district, I found the way had to be won with much labor and time. After apparent success had been attained in many cases, it was found that changes in the product, usually

involving cloudiness and precipitation, took place after standing a few weeks or months. The indispensable quality of permanence was lacking and work had to be commenced all over again by making separate solutions of each ingredient until the culprit was detected and the cause discovered. In this way I have sometimes had a dozen or more trial solutions standing at one time.

REGARDING A "CLOUDY" SYRUP.

At the outset of my investigations I decided on one thing—that a syrup with a precipitate was not for me. Such a syrup can only be looked upon by a competent pharmacist as a defective preparation. It is little less than laughable to see competent, educated pharmacists striving to produce a preparation with a defect in it, simply because a much-advertised preparation of this class possesses such a one. If the next president should be red-headed, it is not likely that the people would strive to acquire that undesirable shade, but it would be just as reasonable to do so as to commit the pharmaceutical sins mentioned.

SOME USEFUL POINTS.

My first effort was based upon the advice of a little book which aimed to teach every druggist how to become his own manufacturer. The formula consisted of the usual list of hypophosphites with potassium citrate and citric acid, and the process read: "Mix the potassium citrate and citric acid with the hypophosphites and boil until solution is effected." I tried it, and I might have been

boiling yet, for a heavy white precipitate remained. By trying each salt separately I found that the calcium hypophosphite, dissolved in 2 parts of boiling water, was immediately precipitated by the addition of potassium citrate or citric acid. Thus the first useful fact was obtained. The precipitate was of course the insoluble citrate of calcium. Two of the salts only require the aid of the citrates—the salts of iron and manganese. For the others hot water is sufficient, and the calcium hypophosphite solution must be diluted or protected with syrup before adding it to the citric solution.

Right here is the cause of failure in many syrups. In all the published formulas I have seen the quantity of citrates has been unnecessarily large. As a result, after standing for some time—a few weeks or a few months—citrate of calcium is gradually formed and precipitation takes place, thus condemning the preparation.

Mixtures in which the iron is dissolved by a citrate are of a yellow color, probably from the formation of a portion of citrate of iron, and the greater the amount used, the greater the color. Many formulæ call for two to four grains of potassium citrate to each grain of iron, even when citric acid also is used. This is too much. I found that 30 grains of iron hypophosphite made a perfect solution in one ounce of boiling water, with 20 grains of potassium citrate. In view of the danger to the calcium it is desirable that as small a quantity as possible be used, if a permanent preparation is desired.

Purity of ingredients is a very important consideration, especially in the case of the iron and calcium salts. Many of these on the market are decidedly impure. Disappointment and lack of uniformity in the preparation are sure to result if this precaution is not taken. The greatest variation of all is found in the iron, and I have had samples which did not resemble the genuine, in either appearance or solubility. Next to these the manganese salt may be suspected, but I have had less trouble with it than with the two previously mentioned.

A TYPICAL FORMULA.

Where potassium citrate is used to dissolve the iron, citric acid is commonly used as a solvent for the quinine, etc. For reasons already explained, it is better to use hypophosphorous acid in place of citric acid, and the following will be found a good formula of this class:

THE FORMULA.

Potassium hypophosphite	24 grains.
Manganese hypophosphite	16 grains.
Calcium hypophosphite	16 grains.
Iron hypophosphite	20 grains.
Quinine hypophosphite	8 grains.
Strychnine hypophosphite	2 grains.
Potassium citrate	3 grains.
Hypophosphorous acid	2 drachms.
Water,	
Syrup, of each, enough to make 16 fluidounces.	

Dissolve the iron and manganese salts in two ounces of water with the potassium citrate by the aid of heat, and to this add the potassium hypophosphite. Dissolve the calcium hypophosphite in four drachms of boiling water and protect with four ounces of syrup. Dissolve the quinine and strychnine salts with the hypophosphorous acid and a few drachms of water. Mix and add syrup to make the required measure.

THE QUESTION OF STRENGTH.

The strength of this preparation is rather weak as compared with some, and, as the books usually specify no doses for the hypophosphites, it might be inferred that they may be administered *ad lib.* While preparations much stronger than the above may be used to advantage, it is unreasonable to suppose that unlimited doses are permissible. Overdosing must be irritating to the digestion and perhaps to the whole nervous system. We can only expect that a small quantity will be absorbed at a time, and the dose should be moderate and long continued to give the best results.

I would place about one and one-half or two grains to the drachm of the combined hypophosphites (not including the quinine and strychnine salts) as the maximum quantity desirable in any case. It must be remembered that these salts are most of them foods, naturally acquired by the system in very minute quantities in the nourishment consumed. The small dose, long continued, will therefore be the nearest approach to nature which we may attain.

COLORLESS SYRUPS OF THE HYPOPHOSPHITES.

The colorless syrups present their own difficulties, but one stands out prominently. These troubles have their basis in the power of orthophosphoric acid to make colorless solutions with salts of iron. The danger is that calcium phosphate will be formed and result in an insoluble precipitate after standing for some time. Separate solution, and protection with portions of the syrup before mixing, are the remedies. This danger may be clearly illustrated by dissolving some of the calcium hypophosphite

in hot water in a test-tube and then adding a few drops of concentrated phosphoric acid. The precipitate appears at once. The syrup should be made heavy so as to lessen this danger by decreasing the opportunity for chemical change.

The following will be found satisfactory for a

COLORLESS SYRUP.

Potassium hypophosphite	24 grains.
Sodium hypophosphite	20 grains.
Manganese hypophosphite	16 grains.
Calcium hypophosphite	16 grains.
Iron hypophosphite	20 grains.
Quinine hypophosphite	8 grains.
Strychnine hypophosphite	2 grains.
Phosphoric acid, conc.	1 drachm.
Hypophosphorous acid	2 drachms.
Water,	
Syrup, of each, enough to make	16 fluidounces.

Mix the iron hypophosphite and phosphoric acid concentrated, and heat slightly until dissolved. Then add four drachms of water and the manganese, and heat till dissolved. For the other ingredients, proceed as in the previous formula.

If properly manipulated, this formula yields a beautifully clear syrup with a bluish fluorescence. It should not be exposed to a strong light, but it will keep well for a long time.

NEUTRAL SYRUPS OF THE HYPOPHOSPHITES.

All druggists are familiar with the arguments put forward by certain manufacturers that only neutral syrups are satisfactory. I have doubts of that and do not believe the presence of a little acid to be objectionable. However, it is not difficult to produce a preparation without the use of acid, though such products are seldom absolutely neutral. Frequently syrup, unless freshly made, will be slightly acid to test paper before being used. Glucose syrup is generally so, and I do not use it at all.

The following is my formula and process:

A NEUTRAL SYRUP.

Potassium hypophosphite	64 grains.
Calcium hypophosphite	64 grains.
Soda hypophosphite	16 grains.
Iron hypophosphite	32 grains.
Manganese hypophosphite	16 grains.
Strychnine sulphate	2 grains.
Quinine (alkaloid)	4 grains.
Potassium citrate	1 drachm.
Alcohol	2 drachms.
Water,	
Syrup, of each, enough to make	16 fluidounces.

Dissolve the calcium, potassium, and sodium hypophosphites in boiling water. Dissolve the iron and manganese

salts by heating with some water and with the potassium citrate. Dissolve the strychnine sulphate in either of these solutions, the quinine in the two drachms of alcohol, and mix each solution with portions of syrup before combining.

IN CONCLUSION.

There is much more that I would like to write on the subject, but this article is already too long. For example, the preparation of elixirs and wines containing hypophosphites is a tonic worthy of consideration, as is also a sugar-free preparation for diabetic people. These perhaps I may take up in a future article, but meanwhile a new king is making his appearance. I believe that the glycerophosphates are destined to supersede the hypophosphites at no distant date. Perhaps these may furnish my next subject.



AN ETHICAL PHARMACY.—Frank E. Morgan has what is perhaps the most ethical and professional pharmacy in Philadelphia. The character of the store is artistically suggested by the exterior, as shown in this illustration. The pharmacy is situated in the middle of a fashionable residence block at 1629 Walnut Street. The interior of the store has the appearance of a professional office, and with the exception of a few toilet articles nothing is to be seen except things intended for use in the sick-room and for the treatment of disease. In the rear is an elaborate prescription equipment. Mr. Morgan does a larger business than the average "ethical pharmacist," and his prescription trade and the support from physicians generally are gratifying in volume. Dr. D. B. Smith occupies the residence over the store, and there are many other physicians in the same block and in the immediate neighborhood. The Morgan pharmacy would be a credit to any man and an honor to any city.

A BOOKLET EXPLOITING COLD CURES.

Issued Some Time Ago with Good Results by a Large Firm of Retailers in New York City—It May Prove Suggestive and Helpful to Other Pharmacists—The Full Text Given.

The William B. Riker & Son Co., owners of seven stores in New York City and Brooklyn, were made the subject of a special article in the August BULLETIN of last year. The Riker people are among the cleverest of the retail drug advertisers in the United States. They issue a large amount of advertising material, most of which is in the form of small booklets devoted to some one article or line of articles.

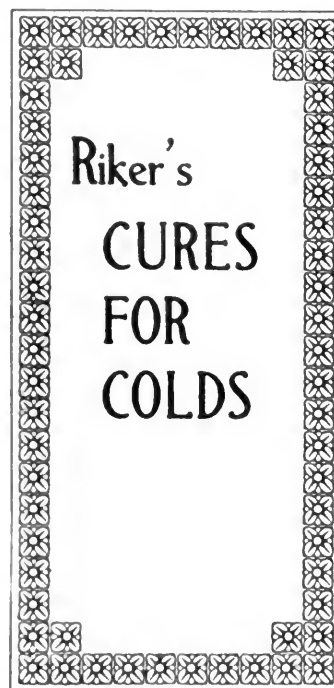
We propose in this place to reprint the entire text of one of the Riker booklets. It was devoted to the subject of colds, and contained mention of the several products made by the Riker people for the cure of colds and coughs. The booklet was $3\frac{1}{4}$ by $6\frac{1}{4}$ inches in size, contained twelve pages in all, and was printed in red and black ink on a good

group picture of the seven Riker stores. The full text of the booklet was as follows:



A. H. Cosden, general manager of the Riker business, and the man who writes much of the Riker advertising matter.

quality of white paper. The use of the red ink was limited to the heads and subheads, the latter comprising the four following side-heads in the first part of the text: "Their Nature," "Their Variety," "Their Development," and "Their Cures." The description of each one of the products was accompanied by a small etching of the package. The design of the front cover is shown in the accompanying illustration; the rear cover was devoted to a



First cover page.

ABOUT COUGHS AND COLDS AND THEIR CURE.

Their Nature: To a normally healthy person all colds are "slight colds"—in the beginning.

That is to say, a quick application of the correct remedy will easily prove effectual in removing the trouble.

A "cold," generally speaking, refers to congestion or inflammation in some part of the organs of respiration. It may be slight, or it may be "heavy"—just depends on the extent of the congestion or inflammation.

No cold is really serious if attended to promptly—but if neglected it quickly develops into a more treacherous ailment. It is unnecessary to remind you of the many avenues that lead to fatal results and which begin with a "cold"—La Grippe, Pneumonia, and Consumption are only too common.

Their Variety: "Colds" assume various forms,

according to the part affected—all are very distressing.

Some colds affect merely the throat—we call them “coughs” or “sore throat.” These usually require local treatment at their beginning—the soothing effect of the right medicine directly applied.

Another common form is the “cold in the head” which affects the nasal passages. This often gets more or less into the system, and in such cases we must treat it through the stomach and blood, as well as locally.

The more serious affections result through inflammation of the throat and bronchial tubes extending down into the lungs. 'Tis then we have a really “bad cold.”

Their Development: Inflammation of the throat and bronchial passages quickly develops into Bronchitis, Tonsillitis, Pneumonia, and Consumption—but these more serious forms can generally be avoided or checked if prompt action is taken.

Affections of the nasal passages are only too prone to develop into asthma and catarrh—and these very often through frequent recurrence become chronic.

In children a neglected cold, or one not properly treated, is likely to assume the more serious form of Croup or Whooping-cough, as well as the other developments referred to.

Their Cures: The different forms of colds naturally require each a different treatment. No one remedy could be expected to cure “any kind of a cold”—despite many such claims for many remedies.

Irritation is the one thing that increases inflammation—so for prompt treatment we need simply a medicine to prevent irritation and give nature a fair chance to heal.

But very often the blood gets feverish, so our medicine should also contain the proper ingredients to cool and purify the blood.

For the more serious affections of the bronchial passages and lungs we need a combination which will allay the irritation, cool the fevered blood, destroy the germs, and also tone up the entire system and bring strength to shake off the disease.

We appreciate the distinctions between these various forms of “a cold” and for each have provided a cure. These remedies are set forth in this booklet, and the value and purpose of each are frankly stated.

RIKER'S EXPECTORANT

is a quick and certain cure for Coughs, Colds, Whooping-cough, Pleurisy, Bronchitis, and all inflammatory diseases of the pulmonary organs.

One bottle is guaranteed to cure any ordinary cough or cold, or the money is returned. Riker's

Expectorant is the only remedy responsibly guaranteed in this way.

Attend to a slight cold before it gets worse.

A little sore throat, if not properly cared for, is apt to develop into Bronchitis or Tonsillitis. An ordinary cold, if neglected, may develop into permanent lung trouble, chronic catarrh, or pneumonia.

These diseases can be nipped in the bud and immediate relief secured by the prompt use of Riker's Expectorant.

Keep a bottle always in the home. Two or three doses at night may save a doctor's visit in the morning. It never fails, never disappoints.

Sold in all our stores at 60 cents a bottle, \$6.00 a dozen.

RIKER'S TOLU EXPECTORANT

is compounded especially for children's colds. It quickly cures their little ills.

Riker's Tolu Cough Cure is made of simple ingredients, just such as are prescribed for children by physicians. It is pure, mild, and effective in all cases—pleasant to taste, so that children like it.

Sold only in Riker stores, at 35 cents a bottle, \$3.50 per dozen.

RIKER'S MALT, OIL AND WINE

is a blend of pure Malt Extract with Norwegian Cod-liver Oil and Tarragona Port Wine compounded in accordance with the formula known to all medical science as the best.

It is a reconstructive tonic which builds up the system after the wasting effects of disease.

In all throat and pulmonary diseases; to people with tendencies toward consumption; to thin, pale women; to everybody of feeble strength or low vitality—it proves a wonderful invigorator.

The Malt makes sinew and muscle, the Oil covers them with fat, and the Wine renovates.

Riker's Malt, Oil and Wine improves the appetite, aids digestion, and promotes assimilation.

Riker's Malt Extract with Cod-liver Oil and wine contains all the nutritive properties of Barley, Wheat, and Oats; a large percentage of Diastase, an active digestive agent, and all the tonic and stimulating qualities of Tarragona Port Wine.

It is thoroughly palatable and is acceptable to the most sensitive stomach. Parents find this preparation the best way to administer Cod-liver Oil to children—they take to it as readily as they take syrup.

This preparation is entirely original with us, and purchasers should be sure to get “Riker's”—bearing our name and trade-mark.

Directions: For adults, a tablespoonful three times daily; take plain or mixed with water, milk, or wine. For children, a teaspoonful, or less, according to age.

The best results are obtained when taken immediately after meals.

Sold in all Riker stores in pint bottles 60 cents, three bottles \$1.50, \$6.00 per dozen.

RIKER'S EMULSION OF COD-LIVER OIL AND HYPOPHOSPHITES.

This is a perfect emulsion of Norwegian Cod-liver Oil, each globule of oil being minutely subdivided—thus rendering the oil easy of digestion, and being agreeably flavored, it is easily taken by old and young.

In this preparation we have combined the Hypophosphites of Lime and Soda with our perfected Emulsion of Norwegian Cod-liver Oil, producing the ideal combination of oil with the hypophosphites—the best-known preparation for those suffering with pulmonary troubles, or for administration to children needing the bone-building properties of lime and fat-producing qualities of the oil.

We especially recommend this Emulsion for wasting diseases or loss of flesh.

Take it and grow fat.

Pint bottles 60 cents; three bottles \$1.50.

RIKER'S PURE NORWEGIAN COD-LIVER OIL.

As almost everybody knows, the best cod-liver oil is that imported from Norway, but there are many grades even of this.

In RIKER'S PURE NORWEGIAN COD-LIVER OIL will be found only the purest essentials of the freshest and best selected cod livers. It is pure, sweet, and clean; almost tasteless and odorless.

We import this oil direct from Norway and bottle it ourselves. Taken in conjunction with RIKER'S DOMINION MALT WHISKEY it will be found a valuable remedy for all bronchial affections, coughs, colds, consumption, and for all wasting diseases.

Pint bottles, 50 cents.

RIKER'S ROCK AND RYE.

Here's a blend of the purest Rye Whiskey and Riker's Rock Candy, which is the most pleasant and efficacious remedy for throat and lung affections, such as coughs, colds, hoarseness, etc. In cases of consumption and debility it will be found a valuable tonic and stimulant.

Combinations of rock and rye are very often compounded by liquor dealers with little if any regard for the medicinal qualities.

This preparation is absolutely pure, and is prepared especially for its qualities as a medicine and tonic.

Very fine to the taste, very stimulating, and very beneficial.

Large bottle, 75 cents; smaller bottles, 35 cents.

RIKER'S COMPOUND SYRUP OF HYPOPHOSPHITES

is strongly recommended as a reconstructive tonic to be taken in all cases where the system is run down from the effects of fever, disease, or from other causes.

It contains an ideal proportion of Hypophosphites of Lime, Soda, and Potash, the brain, bone, and nerve builders, and of Iron and Manganese, which are so necessary to the formation of the pure, red blood-corpuscles.

In consumption, bronchitis, affections of the respiratory organs, and other wasting diseases, Riker's Compound Syrup of Hypophosphites is of greatest value. Its stimulating effect on the mucous membranes makes expectoration free and easy, while the increased secretions of the glands keep the throat and air-passages free from the accumulation of mucus.

As a general tonic we know of no formula which is more effective. In stimulating the glands of all the organs of digestion to healthy, vigorous action, it insures perfect assimilation of the food.

Riker's Compound Syrup of Hypophosphites contains all necessary elements for rebuilding the system. For three generations it has been a popular remedy, both among physicians and families.

Be sure to get the genuine—that's the only way to get the best.

Sold in all Riker stores at 75 cents a bottle—three bottles \$2.00.

RIKER'S DOMINION MALT WHISKEY.

Riker's Dominion Malt Whiskey is a pure malt whiskey, distilled for medical purposes only; absolutely free from fusel oil or other impurities found in many of the so-called malt whiskeys—thus giving a stimulating tonic of exceptional value.

Dominion Malt Whiskey is pure, invigorating, health-giving, and especially recommended to all sufferers from dyspepsia, indigestion, malaria, and for a debilitated condition of the system where a good, pure, stimulating tonic is needed.

At all Riker stores in quart bottles at 75 cents.

RIKER'S GARGLE.

The formula used in compounding Riker's Gargle has been proved by years of experience the purest and most healing for all affections of the throat.

For local treatment of sore throat no other gargle can equal it.

In bottles at 25 cents or \$2.50 per dozen.

RIKER'S COLTSFOOT LOZENGES.

Something to keep in your mouth to stop the tickling sensation and prevent coughing. By allaying the irritation Coltsfoot Lozenges prove effectual in healing soreness of the throat. They are pleasant to the taste, mild, pure, and in all ways the best cough lozenges we know of.

Price 10 cents; \$1.00 per dozen.

FIVE EASTER IDEAS.

(1) Making Dyes of Different Colors—(2) Method of Handling Powdered Anilines—(3) Plans for a Souvenir Day Before Easter—(4) A Window Display—(5) An Advertisement that Brought Good Returns.

Easter this year falls on the Sunday of March 31. There is no time to be lost for the druggist who is planning to take advantage of the Easter season to increase his sales in any particular. We propose giving herewith five short contributions apropos of the Easter business. Two refer to the manufacture and sale of Easter dyes: the other three approach the subject from the business side—one giving a perfume newspaper advertisement, one describing a window display, and the third telling about an Easter souvenir day. Incidentally we may say that a valuable symposium on Easter business, contributed to by twenty druggists, appeared in the March BULLETIN last year.

1. MAKING LIQUID DYES.

By H. F. RUHL.

One's "Own" Liquid Egg Dyes have the same advantages that "own" preparations in general possess. In addition, with the varying demands for the goods in different years, one need not overstock, since more supplies may be made in a few minutes should one run short of some colors. The profit also is much greater, as a little figuring will prove.

BOTTLES, BRUSHES, AND WRAPPERS.

Short two-drachm vials answer best. The brushes are made with "wick" yarn, tied on to wood toothpicks with fine wire. The directions are printed on different colored paper to distinguish the colors contained in each bottle. Wrapper and brush are held in place with a rubber band. Print directions on a sheet 2½ by 4 inches as follows:

RUHL'S MARBLE EGG DYES.

Eggs dyed with Ruhl's Marble Egg Dyes are perfectly harmless and will preserve a beautiful, glossy appearance.

Directions: The eggs should be placed in cold water and boiled slowly until hard. Leave the eggs in the hot water until ready to dye them. Take them from the hot water, one by one, and dry quickly on a soft cloth. Dip the brush into the dye and gently tap the egg with the brush.

Do not allow any water to come in contact with the dye.

Prepared by
H. F. RUHL, PH.G.,
Druggist, Manheim, Pa.

FORMULAS.

Stock Solution.

Gum shellac5 ounces.
Wood alcohol1 quart.

Purple.

Purple aniline3 grains.
Stock solution8 ounces.

Green.

Green aniline8 grains.
Yellow diamond dye5 grains.
Stock solution8 ounces.

Blue.

Light blue diamond dye5 grains.
Stock solution4 ounces.

Brown.

Bismarck diamond dye12 grains.
Stock solution8 ounces.

Orange.

Fast orange diamond dye5 grains.
Stock solution4 ounces.

Pink.

Eosine aniline60 grains.
Stock solution4 ounces.
Wood alcohol4 ounces.

Different samples of aniline dyes produce different shades, and a little experimentation will be necessary before bottling the dyes. Heat an old teacup or a porcelain ointment-pot cover over the flame of a spirit lamp and with a brush apply the dye. More aniline or more stock solution may then be added as the dye is too light or too dark.

POPULARITY OF THE DIFFERENT COLORS.

In every hundred bottles of dye sold the colors will range about as follows:

Pink, 25 bottles.
Purple, 13 bottles.
Brown, 15 bottles.
Green, 31 bottles.
Orange, 6 bottles.
Blue, 10 bottles.

2. A SUGGESTION REGARDING THE SALE OF POWDERED DYES.

By WM. O. FRAILEY.

In spite of the assorted stock of egg dyes, there are usually calls for a five-cent package of a solid color, and the trials of the pharmacist are not ameliorated by such calls, necessitating, as they do, the weighing out of the pestiferous anilines—"pestiferous" because they elude the greatest care and will find their way into the most protected places to the damage of more valuable goods.

To avoid this troublesome and annoying occurrence, I devised the enclosed envelope, and I usually

FRAILEY'S 5 CENT PACKAGE DYES.

For coloring Wood, Carpet Rags, Ribbons, Feathers, Grasses, Stones, Hair, Silk, Wool, Basket Wood, Etc.

LIST OF COLORS: Red, Blue, Green, Purple, Orange, Scarlet, Crimson, Yellow, Brown, Black, Pink, etc.

From four to six shades of the above Colors can be made by using the Dye in solutions of different strength.

DIRECTIONS—Dissolve the Dye in sufficient hot water to cover the article to be dyed, using a new tin or porcelain vessel. Thoroughly cleanse the goods and wring the water out, leaving them damp. Then dip in the Dye Solution until the required shade is secured. The Dye should be kept hot until the goods are taken out. Rinse the goods in cold water after taken out of the Dye Solution. It requires from thirty minutes to one hour to color a good shade.

Prepared and Sold only by
WM. O. FRAILEY,
GRADUATE IN PHARMACY.

COR. EAST KING AND SHIPPEN STREETS, OPPOSITE EASTERN MARKET
LANCASTER, PA.

Envelope used by Mr. Frailey for putting up aniline dyes for Easter purposes—saves much "mess" and inconvenience.

keep on hand, ready for sale, an assortment of five-cent packages of anilines in the different colors. I make one job of weighing out the dyes in a place remote from the prescription case, so as to avoid any contamination of other goods. By underscoring the name of the color which is contained in the package, and enclosing with a rubber band all the packages of one color, I can readily meet the demand for anilines in the quantity usually wanted, with a minimum of trouble and annoyance.

There is no necessity for printing the names of each color on different lots of envelopes: besides, there is a tendency to run out of the envelopes for the most popular colors. One envelope, with one style of printing, will suffice for all colors, by the simple method of underscoring described above.

A little more thought and experience would no doubt give birth to an improvement on my plan to conform with conditions that differ from those which obtain in my store and neighborhood. If the plan outlined will lead to any such improvement, or if the plan proves useful to any of the readers of the BULLETIN, I shall feel well repaid for offering the suggestion.

3. AN EASTER SOUVENIR DAY.

Last year the Axt Drug Co., of Fort Madison, Iowa, had a souvenir day on the Saturday before Easter. A four-page circular was issued to describe and exploit the affair, and the front page of this is shown in the following reproduction:



**Axt Invites You
To Attend His
EASTER
SOUVENIR DAY
Saturday, April 14th**

You are invited—most cordially invited—to attend Axt's Easter Souvenir Day on Saturday, April 14th—the day that will break all Fort Madison records and set people to talking for weeks afterwards—the day of all days you shouldn't miss on any account.

Be sure YOU come—don't let anything stand in your way—don't deprive us of the pleasure of greeting you and handing you your share of the barrels of **FREE THINGS** we will distribute.

Bring your friends with you. Everyone who enters our store on Easter Souvenir Day will be an honored guest to be accorded the warmest of welcomes.

FREE SOUVENIRS

On Easter Souvenir Day there will be lots and lots of **FREE THINGS** for every man, woman and child who visits our store. You will find this circular just crum full of **FREE OFFERS**—read it, don't miss a page.

Axt Drug Co.

Cover of a four-page circular, 7 by 10½ inches in size, used by the Axt Drug Co. last year to announce an Easter souvenir day. Black ink on light orange paper.

The other three pages of the circular were devoted to a description of special sales for the day, and to specific mention of the souvenirs which would be distributed. To every visitor it was announced that a glass of frappé would be served free. The ladies were informed that their handkerchiefs would be perfumed gratis, and that the regular \$1.00 perfumes would be sold at 75 cents. A Japanese tea tray would furthermore be included with every 75-cent sale. Then each woman was given a numbered ticket with a free chance to win any one of ten valuable articles displayed in the window. In addition, the first 500 women were presented each with a celluloid memorandum tablet, while every lady making a purchase of 25 cents or over had thrown in with it a ten-cent package of sachet powder. A metal-back mirror was included in every sale of a 25-cent box of talcum powder or a 25-cent jar of Axt's Cucumber Cream. To ladies

who purchased toilet articles amounting to 50 cents or over, a box of Axt's talcum powder was given free—providing the sales were made after 1.15 P.M.

As for the men, they were given numbered tickets entitling them to win one of seven boxes of 5- and 10-cent cigars that were set apart for the purpose. In addition to this, cut rates on certain cigars were established for the day, some 10-cent cigars, for instance, being sold for 5 cents between 1 and 2.30 P.M. Others were sold at 7 cents from seven o'clock in the morning to eight in the evening—no man being permitted to buy more than five at this price. Certain 5-cent cigars were sold all day at five for 15 cents—customers being limited to ten each. All children accompanied by adults were given celluloid book-marks, and those who made purchases of 10 cents or over received free packages of Easter egg dyes.

Other special offers and cut prices for the day were as follows: A special lot of purses at 25 cents, declared to be 75-cent and dollar values; 85-cent bags at 48 cents; \$1.50 bags at 73 cents; a 25-cent comb given free with every hair-brush selling for \$1.00 or more; 50-cent perfumes sold at 35 cents; a tooth-brush given with every 25-cent sale of Axt's Dentafoam; stationery sold at 25 per cent discount; and 35-cent tooth-brushes sold at 25 cents.

Mr. Axt wrote us that the sale was a great success and that it richly repaid him for his efforts in the way of preparation.

4. AN EASTER WINDOW DISPLAY.

By J. W. MITCHELL & Co.

Will tell you of a very attractive window we put in last Easter. Had our local tinner make us a small fountain of a large milk pan for a basin, with a common blowpipe with a spray-top soldered through the center with enough of the pipe projecting below to go through the floor of the window. We then had a large zinc wash-tub with a metal tube soldered inside very near the bottom, set on top of the window, and a rubber tube $\frac{1}{4}$ inch in diameter running from this tub down the wall by the side of the window where it could not be seen, and, coming under the base of the window, attached to the tube in the fountain. We used an ordinary pinch-cock from one of the fountain syringes to regulate the flow of water. We then sodded the window floor with real Bermuda grass cut in

squares, with dirt enough to keep it growing for two or three weeks, and had a few lilies and things of that kind growing out of the grass. There was a drain pipe in the fountain base so that the pan, which was painted with white paint and veined to resemble marble, would not overflow; the waste water ran into the basement.

We placed small white pebbles in the pan, and, when it was full of water, put four or five little china floating swans in it. We then advertised "White Rabbit Dyes" by putting a pet white rabbit in the window and arranging a lot of fancy colored eggs about in the grass with appropriate cards on the sides and back of the window. The whole made a very attractive display, and when we filled the tub with water we had one of the most natural fountains I have ever seen.

Am afraid this is rather a clumsy description, but hope BULLETIN readers can figure it out if they want to use it.

5. AN EASTER ADVERTISEMENT.

Finally, to complete this list of five Easter ideas, we are reproducing an Easter advertisement used in the local newspapers last year by J. T. Pepper, of Woodstock, Ontario:

NEXT SUNDAY

You will need some good Perfume with that new hat and gown. If you really want the richest and choicest Perfume in vogue at the present day you will come to Pepper's Drug Store and get Egyptian Lotus. Over one ton of this Perfume was sold last year in Canada alone. Price 75c a fluid ounce.

PEPPER'S DRUG STORE

Woodstock, Ont.

**If you get it at Pepper's
it's good.**

Mr. Pepper wrote us that he had a window display of the "Egyptian Lotus" odor at the same time, and that he succeeded by these means in selling a large quantity of the product.

KEEPING BUSINESS RECORDS.

Different Methods Used by Five Successful Druggists—Devised in Order that One May Know what His Profits and Earnings Are—Guesswork Out of Place in These Days of Close Competition.

During the last year or two the BULLETIN has devoted a great deal of space and consideration to the subject of profits and earnings in the drug business, and as a part of this general campaign has presented and discussed the annual business statements of a large number of the readers of the journal. This feature of our work has become so valuable to our constituency that we have decided to establish a regular department of "Profits and Earnings." The first instalment of the new department will be found elsewhere in the present issue, and it will be seen to embody a consideration of the yearly statements of two or three druggists. Our readers generally are invited to send in their experiences for publication and discussion. The names of all correspondents will be preserved in confidence, so that no one need hesitate to be entirely frank in giving us the figures.

MR. MASON'S METHOD.

Our experience in handling the annual statements of so many druggists has led us to the discovery that bookkeeping methods are in many instances faulty and incomplete. Then, too, a large number of druggists seem not to know just how to go about the establishment of a system of business records. In our issue last month we reprinted an article, read before the Philadelphia College of Pharmacy in December, in which the Associate Editor of the BULLETIN outlined a simple method of business accounting by means of which one could know exactly where he stood. This month we mean to indicate briefly the style of record adopted by a number of different druggists, and we may perhaps best introduce the subject by repeating Mr.

Mason's suggestion for a business ledger—this being done to make comparisons more easy.

In explanation of the foregoing record Mr. Mason said: "As for the original entries, these could be treated exactly as you treat charges or credits for or against customers. Make them in a day-book if you use a day-book: put them on slips if you use slips. Every time you buy a bill of goods, or pay out money for an expense, or figure up the day's sales, or do anything else falling within the scope of these business records, simply enter it as you would when a customer buys goods on credit. In posting from the day-book or the slips, carry the customers' accounts to the regular ledger, and the business records to the special ledger, giving totals only."

ADVANTAGES OF SUCH A RECORD.

The many advantages of a record of this kind were pointed out in Mr. Mason's article, but it would take too much space at this time to repeat them. The chief benefit lies in the knowledge of the exact percentage expense of doing business, of the exact percentage of gross profit, of the percentage of net profit, and of the total annual income in accurate figures. The percentage expense is gotten by dividing the annual expenses by the annual sales. The percentage of gross profit is gotten by dividing the annual gross profits by the annual sales. The net profit is of course the difference between these two figures. The total annual income is calculated by adding the proprietor's salary to the net profits of the business. Another great advantage of a record of this kind is that it furnishes the druggist with the knowledge of the success or failure of his chief departments—a knowledge that is needed much more than the average man realizes.

INTERESTING LETTER FROM FRED W. CHANDLER.

Passing on now to describe the business records used by several druggists, we may first give space to a short article by Fred W. Chandler, of Bar Harbor, Maine:

I have read with considerable interest the articles in the BULLETIN OF PHARMACY regarding profits and earnings in the drug business. I am a firm believer in the necessity of taking inventory at least once a year, and also in the necessity

DATE.	SALES.			PUR- CHASES.	EXPENSES.			CIGARS.		SODA.		CANDY.	
	Cash.	Credit.	Total.		Self.	Clerks.	Misc.	Sales.	Purchases.	Sales.	Purchases.	Sales.	Purchases.
January 1													
January 2													
January 3													

of a system of records by means of which one can keep tab on the different branches of the business. With these ends in view we have designed the attached slip as a daily record of our business. I believe that it is well worth adopting by any druggist, large or small, and it can of course be modified to suit any set of circumstances. Only a few minutes a

ROGERS PHARMACY CO.	
Record of Daily Business.	
Date	
Cash paid out.....	..
" " " ".....	..
" " " ".....	..
" " " ".....	..
Cash at night.....	..
Checks at night.....	..
Total.....	..
Soda Register.....	..
Cigar Register.....	..
General Mde Register.....	..
Total.....	..
Cash short or over.....	..
Rec'd on account.....	..
Charged on account.....	..
Number of prescriptions.....	..
Value of prescriptions.....	..
Deposited in Bank.....	..

Daily sales record described by Mr. Chandler in the accompanying letter. The original is $2\frac{3}{4}$ by $6\frac{3}{4}$ inches in size.

day are required to keep the record, and it yields a mine of valuable information regarding the business.

With respect to the details as they are carried out in our store, let me explain that the first two sections of this daily record must exactly balance, or else show something "short" or something "over." This must be so, as the cash on hand, plus the cash paid out, should precisely equal the amount registered and recorded in the second section of the slip.

As for the soda and cigar department, we keep a strict ledger account of each, charging all invoices and crediting them with the daily cash sales. These accounts we balance two or three times a year, and we compare them with the stock on hand in order to calculate the profits yielded by the departments. In this way we know to a cent what we are doing, and we are in possession of the information which will enable us to improve matters if there are any leaks, or if changes or improvements are indicated in any particular.

MR. CHANDLER'S CASH-BOOK.

In our cash-book we have a page for each month ruled off into six columns. These are headed over the top as follows: "Soda," "Cigars," "General Merchandise," "Received on Account," "Charged on Account," and "Prescriptions." Items falling within the several columns are recorded daily from the slips. Each month the statistics are footed up, and we thus have a summary of our business in detail, affording us a splendid chance for comparisons from time to time.

We turn our stock over at least three times in a year, and we figure that the business ought to give at least 10 per

cent on the gross receipts in net profits, after all the expenses of the store have been paid. I may add that we are handicapped to a considerable extent by being situated in what is distinctly a summer-resort town, where we are obliged to do all our business for the year in practically three months. This of course materially increases the expense of doing business, as we are obliged during the rush season to keep open twenty hours out of the twenty-four, and that, too, with only one set of men to do all the work.

It will be noted from the foregoing letter from Mr. Chandler that his business-accounting scheme embodies a record of the following items: "soda," "cigars," "general merchandise," "received on account," "charged on account," and "prescriptions." His system differs somewhat from that recommended by Mr. Mason, and it differs also from three other systems which we shall now mention briefly. Of course different druggists devise different methods, according to their individual ideas, and in correspondence with their own particular business. No one method will suit everybody.

A. S. PARKER'S METHOD.

A. S. Parker, 20 Kirby Avenue West, Detroit, Michigan, now on the sales staff of Parke, Davis & Co., but formerly engaged in the retail business, used for many years a record like the following:

Cash sales.	Rec'd acc.	Total cash.	Chgd.	Paid mdse.	Paid exp.	Paid clerk.	Paid self.	Bank	Disc

Mr. Parker remarks that a book of this sort is easily kept, and that throughout the year, before the time arrives to take the annual inventory, one can determine his net profits with a fair degree of accuracy—that is, if he knows what his gross profits are from careful calculations in previous years. Incidentally Mr. Parker expresses the opinion that in estimating the total value of business he favors considering total cash receipts only, ignoring book accounts. He remarks sententiously that "the money is mine when I get it."

MINOR E. KEYES'S SYSTEM.

Another system of business accounting is used by Minor E. Keyes, 204 Joseph Campau Avenue, Detroit, Michigan:

DATE.	SALES.			CASH REC'D.		CASH PAID.				MDSE.			CIGARS.		CANDY.		SODA.		PREScriptions.	
	Cash.	Credit.	Total.	Sales.	Accts.	Total.	Misc.	Mdse.	Self.	Exp.	Total.	Credit.	Cash.	Total.	Purch.	Sales.	Purch.	Sales.	Purch.	Sales.
Jan. 1																				
Jan. 2																				
Jan. 3																				

Still another method has been adopted by Andrew R. Cunningham, 264 Joseph Campau Avenue, Detroit, Michigan:

Date.	Misc. purchases.	Candy purchases.	Periodicals.	Cigar purchases.	Soda purchases.	Ice cream purchases.	P., D. & Co.	Mich. Drug Co.	Cash on hand.	Personal.	Expense.	Furniture and Fixtures.
Jan. 1												
Jan. 2												
Jan. 3												

It will be seen from Mr. Cunningham's system that it does not embody a record of sales either in

the business at large or in the different departments. These facts Mr. Cunningham gets at in another way. He has used for many years with great success

A SALES RECORD

which will doubtless commend itself to many druggists. It is indicated in the diagram below.

Now this January page is entirely devoted, as the title at the top indicates, to the January cigar business: the cigar sales for every January for eighteen years are therefore registered on one page, where they can be readily subjected to comparison. One can take any day of any month and see just how the sales vary from year to year—simply by following one horizontal line across the page.

In addition to the cigar sales, records are kept also of the soda sales, the drug sales, and the total sales. One page for each month is devoted to each of these four sets of records. There are consequently four January pages, following which are four February pages, four March pages, and so on through the year. At the end is a double page given up to monthly totals for the eighteen years compassed by the record. A glance at the latter page tells one the complete volume of sales for any one month throughout the different years. That such a statistical record is a great stimulus need scarcely be pointed out. If the January business for

January—Cigars																	
1900	1901	1902	1903	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	1917
1																	
2																	
3																	
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31																	

1907, when entered on this total page, is seen to be smaller than that for 1906 or perhaps even 1905, the proprietor is very apt to make a mental resolve not to have February repeat the trick!

which costs only 65 cents. It is already ruled satisfactorily. A double page is used in every case for the records of a given month, and in this way space is provided for statistics covering eighteen years.

Totals for Months																	
1900	1901	1902	1903	1904	1905	1906	1907	1908	1909	1910	1911	1912	1913	1914	1915	1916	1917
Jan.																	
Feb.																	
March																	
April																	
May																	
June																	
July																	
Aug.																	
Sept.																	
Oct.																	
Nov.																	
Dec.																	

Another page from Mr. Cunningham's Book.

Now this sales record of Mr. Cunningham looks very complex—it is really very simple. It looks, too, as though it would consume considerable time—it really consumes very little. Mr. Cunningham uses for the purpose a "Universal Figuring Book"

It will be seen from the foregoing description that only 100 pages are absolutely required—12 double pages for the cigar sales, 12 for the soda sales, 12 for the drug sales, 12 for the total sales, and one double page for the monthly totals at the end.

"REQUIESCAT IN PACE."

A Pharmacist Formerly Employed in a Hospital for the Insane Relates a Dramatic Experience with a Patient Who Had Passed Beyond this Vale of Tears—An Entertaining Story.

By PRENTISS MCKENZIE.

During the four years the State of Illinois was under the wise and beneficent dominion of the Democratic party, I was pharmacist at one of the State institutions for the insane. Aside from his duties in the dispensary, the druggist also had charge of the morgue and was expected to embalm all of the patients who died in the institution, provided the remains were to be shipped out of the county for burial.

It was not particularly hard to learn the ancient art of embalming, but it was difficult to overcome the feeling about handling dead bodies, which is, perhaps, more ancient than the art itself. During the entire period of my service in the institution I never succeeded in becoming "chummy" with the dead, nor in overcoming a certain awe in the presence of those who had passed out of this vale of tears and gone to breathe the rarefied air of the new Jerusalem.

The institution with which I was connected was one of the old type, built upon what is called the

Abbey plan—that is, with the wards lying contiguous. It consisted of two detached buildings, each having a thousand feet frontage. There was a repository for the dead in the basement of each, but the dispensary and executive offices were located in the older of the two, called the administration building. Modern hospitals for the care of this unfortunate class are built in detached cottages, as this affords greater protection against fire, and also makes possible a more satisfactory segregation of the patients.

When a patient died, the physician having charge of the case would come to the dispensary and report the matter to me. I looked up the history of the decedent, telegraphed the relatives or friends, and asked what disposition should be made of the remains. Pending these advices, I usually embalmed the body and had it ready for shipment.

One Sunday morning the physician having charge of one of the women's wards reported that a lady had died and was then reposing peacefully in the

morgue awaiting my gentle ministrations. I looked up her history, found it would be impossible to send the body away before Monday afternoon, and in view of the fact that it was the Sabbath—a day that my mother always called the “blessed day of rest”—I thought I would let the embalming of the woman rest until Monday. I may have been influenced in this decision somewhat by the fact that the cadaveric odor is extremely difficult to remove from the hands, and I expected to call upon a very live young lady that evening, and did not wish to carry with me anything—if I could avoid it—but the odor of sanctity.

It was in the fall of the year, but still fairly warm, and I thought it would be advisable to go down and raise the windows in the morgue before I started out to make my call. Acting upon this impulse I left the administration building to walk down to the new building, which was some distance away, and entered the first door, passing through the wards to a hallway which led to the morgue from about the center of the building. This hallway had not been wired for electricity. I was perfectly familiar with it, however, and had no difficulty in reaching the morgue door, although everything was in perfect darkness.

There was an electric bulb in the morgue, which hung directly over the table upon which the body was laid. When I groped my way into the room I touched the body on the table, and reached above it to turn on the electric bulb. I was thinking about raising the windows and had unconsciously turned my head in that direction and away from the table. When I turned on the light, imagine my horror when I discovered, lying on the floor under the window, some six or eight feet away, the body which I had but a moment before touched on the table. Calling help would have been out of the question, for the reason that in a hospital for the insane somebody is screaming all the time, and I could have called until I was black in the face without attracting any attention.

I do not remember now of being conscious for a moment of anything more than a primitive impulse to flee from what was unknown, and therefore terrifying. I can say this, that for a nerve sedative I would not recommend a morgue in an isolated part of a big building with a woman wrapped in the cerements of the dead, sliding about the floor. “I was distilled to jelly by the act of fear.” I kept my eyes riveted upon the body and waited for an-

other move. When that move came I felt that I would either be able to dive through the iron bars that guarded the windows, or simply expire in a paroxysm of fright. From force of habit I had locked the morgue door when I came in, and human fortitude could not stand the ordeal of turning one's back on that thing by the window while unlocking the door.

As no further move was made, reason began to assert itself, and I decided that it must have been an optical illusion. I had not been able to look back at the table and see whether or not it was empty



“Stand still, confound you, stand still!”

and thus confirm my fears. I finally made a tentative trial and found that I could move my hand a little, so I reached stealthily back, touched the edge of the table, and then, thank God, my groping hand came in contact with the body! She was still there. There was also one lying on the floor by the window. The presence of two women did not trouble me in the least, whereas I was greatly exercised if the room had but a *single* occupant, who, instead of acting as a dead person should, was doing a toboggan stunt around the room.

The explanation was simple enough: another patient had died in the afternoon and had been taken to the morgue, and the doctor had not found an opportunity to report the case to me.

After a severe jolt of this kind it takes some time for the nervous system to resume its normal condition. This was very clearly evidenced by an incident which happened about a half-hour later when I was making my call on the "live one." The girl's mother received me at the door and told me "to make myself at home; the young lady would be down in a few moments." The parlor was a double affair, the back portion of which was curtained off by portieres and used as a music room. The light was not so glaring in the music room, and for reasons which do not concern this story my preference was for that room.

When the young lady's mother left me I started

to walk into the back parlor. As I passed through the portieres the girl (who had been in there all the time) jumped at me from behind one of them. I thought I was back in the morgue, side-stepping the dead ones, and before I could collect myself I had caught the girl by the neck, forced her up in a corner of the room and was saying "Stand still, confound you, stand still!" Her screams brought mother, father, two brothers, and a few of the neighbors, to whom I had to explain the sudden fit of nervousness. They all acknowledged, however, that in view of my recent experience I was justified in asking a young lady—dead or alive—to stand still.

A WINDOW DISPLAY OF CIGARS.

The window display shown in the accompanying illustration is contributed by J. T. Pepper, of Woodstock, Ontario. Several of Mr. Pepper's windows have been published in the BULLETIN from time to time, and they are characterized by their simplicity,

clearly indicated in the engraving) was made of flat ones. On this shelf was placed a cigar case with some cigars in it, while near by were an ash tray, a match-holder, etc.

Across the fireplace at the back was stretched red



ease of construction, and definiteness of story. The present window tells its own tale.

It may be said, however, that the display was intended to represent a fireplace. It was made entirely of cigar boxes—some full and some empty. The columns at either side were built of square boxes, while the extension shelf across the top (not

tissue-paper, while wood was made to lean up against this in Indian fashion. Behind the tissue-paper four night lights of olive oil were kept burning, which gave a very realistic touch to the picture, especially after dark in the evening. The card at the left bore the following legend: "Smoke Our Cigars at Your Own Fireside."

PROFITS AND EARNINGS.

The editors of the BULLETIN would be glad to receive annual business statements from their readers for publication and comment in this department. The names of correspondents will be withheld, and their identities preserved in confidence.

THE STATEMENT OF A MICHIGAN DRUGGIST.

To the Editors:

I have been very much interested in your articles regarding profits and earnings. As I have just completed my inventory, I enclose my annual statement for your analysis:

Inventory January 1, 1906	\$ 5,479.11
Inventory January 1, 1907	6,311.80
Sales during 1906	16,028.41
Purchases during 1906	11,081.89

Expenses:

Registered clerk	\$ 780.00
Boy	240.00
Proprietor's salary	1000.00
Rent and other expenses	1991.59

Total expenses 4011.59

Cash discounts 196.00

"MICHIGAN."

Let us analyze this statement a bit: The inventory figures show that the stock appreciated to the extent of \$832.69. Purchases to this amount, therefore, went into the permanent stock and were not sold again. Deducting this sum from the total purchases of \$11,081.89, we find that the goods sold during the year cost "Michigan" \$10,249.20. The sales were \$16,028.41, and the gross profits were consequently \$4946.52. Subtracting the expenses of \$4011.59, we have net profits of \$1767.62. Adding the proprietor's salary of \$1000, we find his total earnings from the business to be \$2767.62.

It does not seem to us that this showing is quite what it ought to be. A total income of \$2767.62 from a business of more than \$16,000 a year is considerably below the average. Analyzing "Michigan's" statement, it is seen that his gross profits are small, while his expenses are large. A gross profit of 36½ per cent is less than should be realized in the particular section where "Michigan" is located. The town has 15,000 inhabitants and eight druggists, and the prices ought to be good. On the other hand, expenses of 25 per cent are rather large under the circumstances, considering the locality,

and considering also the size of the business. It seems evident from the figures, however, that "Michigan" has included every possible element in his list of expenses, and has doubtless also allowed for depreciation of stock and fixtures in his inventory statement. These things should always be done, and, when they are done, they make the profits seem lower than is otherwise the case.

Incidentally there is one interesting thing about "Michigan's" statement. Note the \$196 saved in cash discounts. This shows what the wise merchant can save if he is awake to his discount opportunities. A saving of \$196 a year is equivalent to the net profits on sales amounting to \$1500 or \$2000—in other words, one would have to increase his business to this extent in order to make as much money as he can make without any trouble whatsoever by merely taking advantage of his cash discounts. And yet druggist after druggist goes to sleep on this opportunity!

We may say in passing that we have not added the cash discount of \$196 to the gross or net profits in the foregoing calculations. We have assumed that this element has already been deducted by "Michigan" from the cost of the purchases, and that the purchase figures of \$11,080.89 are net figures.

THE STATEMENT OF A WEST VIRGINIA DRUGGIST.

To the Editors:

The question of drug stores and their profits has interested me so much that I am enclosing you my statement of last year's business. I think I have made a very fine showing. Let me say that we have eight physicians and three druggists in this town. Six of the physicians do their own dispensing and two write prescriptions. My store is very small and I am unable to handle any side-lines. I do not carry liquors, and I never sell "dope." I have never been able to do much with the soda fountain and think it a nuisance. Our prescription business last year amounted to \$2200—figures which I consider very satisfactory. Here is my annual statement, and I should very much like to have you publish and comment upon it:

Inventory, Jan. 1, 1906	\$3320.00
Inventory, Jan. 1, 1907	3500.00
Increase in inventory value	280.00
Credit sales	800.30
Received on account	898.25
Cash sales	7555.75
Total cash received	8454.00
Goods purchased	4081.66

Expenses:

Clerk	\$794.00
Rent	240.00
Heat, light, freight, taxes, etc....	216.90
Total expenses	\$1250.90

This gives me a gross profit of \$4372.34, or 52 per cent of the total cash received. My total income from the business, which I call my salary, amounted to \$3121.40, this being the amount realized after deducting the expenses from the gross profits.

"WEST VIRGINIA."

On the face of it this statement indicates a remarkable showing; but the statement is incomplete and misleading in some respects. For instance, the creditors' accounts at the end of the year should always be compared with those of the year previous, in order that some check may be had on the figures—just such a check, indeed, as the inventory provides with respect to the stock. Otherwise the amount of money "received on account," in any one year, may be less or more than the credit sales for that year, and may to this extent falsify the calculation of total sales.

Then, again, we fear that "West Virginia" has not included every element of expense in his list of expenses. Very few druggists do, unfortunately—and here is where many of them "fall down" in their calculations. Another mistake made by many pharmacists lies in the failure to depreciate the stock and fixtures when taking the annual inventory. Good business men "mark off" 10 per cent for the soda fountain and 5 per cent for the show-cases and shelving. Book accounts, too, should be subjected to the same process of depreciation if a merchant would know exactly where he stands.

Neither has "West Virginia" included his own salary in the list of expenses. Failure to do this does not alter the calculation of the total income from the business, it is true, but a merchant should always charge up his own salary against the expenses in order that he may know accurately what it costs him to do business. A percentage expense estimated without the element of the proprietor's salary is, of course, misleading. A man should always live out of his business, and then what he makes besides, in the way of net profits, will be his earnings on the investment.

Taking "West Virginia's" statement at its face value, however, only one conclusion may be drawn—he has done remarkably well! Total earnings of \$3121.40 from total sales of only \$8454 are cer-

tainly unusual. Compare this showing with that made by "Michigan" in the previous article. Apparently "West Virginia" is making more money on an annual business of less than \$9000 than "Michigan" is making on a business of more than \$16,000! Both men, too, are in small towns where you would naturally expect the conditions to be much the same—all of which only illustrates the wide discrepancies to be found in the profits and earnings of different druggists scattered throughout the country.

Nor have we added to "West Virginia's" profits the increase of \$280 in the value of his stock, indicated in his inventory figures. Incidentally, the statements of both "Michigan" and "West Virginia" show how necessary the inventory is as a check upon the figures. One found that his stock had increased in value to the extent of \$280; the other found an appreciation to the extent of \$832.69—and both of these findings changed the results very materially. If there had been a depreciation instead of an appreciation, both men would, in the absence of an inventory, have lost considerable money without realizing it.



[Drawn for the BULLETIN by W. A. Humphries.]

THE ENGLISH LANGUAGE.

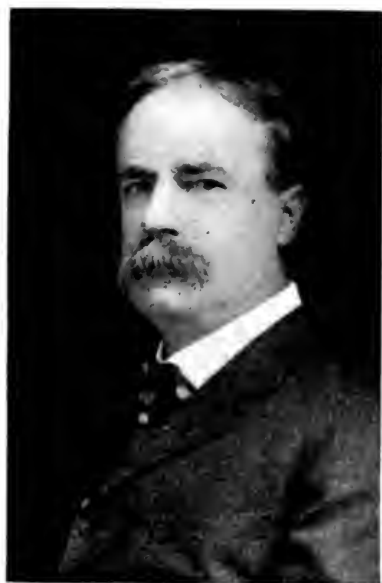
IRISH LADY: I'd loike a foine comb, plase.
CLERK: Yes, madam. A fine-tooth comb?
LADY: No, sor! I want it for me hair.

PERSONAL.

PROF. J. P. REMINGTON.

Professor Remington has been about the busiest man in pharmacy during the last three or four years. It is all on account of the Pharmacopœia. The chairmanship of the Committee of Revision was given him after Dr. Rice's death, and it involved a vast amount of detail and a great deal of close application. The Eighth Revision finally made its appearance in the summer of 1905, but it brought no rest to the chairman.

His "Practice of Pharmacy," published by the Lippincotts, had of course to be revised to correspond with the new U. S. P., and with a volume of



1500 pages this was no afternoon's recreation. All this time the United States Dispensatory was clamoring for attention, and the Professor, as the leading editor of this large work, had to turn his energies thitherward as soon as he could rush his "Practice" into the hands of the printers. For a year and a half he has been buried in the intricacies of dispensatory revision, and before he can complete this task he is faced with the necessity of making certain changes in the Pharmacopœia in order that the book may satisfactorily meet the requirements imposed by the food and drugs act. This work of correction is proceeding as fast as the circumstances permit, and the list of changes will doubtless be ready

for distribution ere long. The Dispensatory is also scheduled for an early appearance.

Almost any other man, having his time consumed already by regular occupations and duties, would



Professor Remington's residence at 1832 Pine Street in Philadelphia.

throw up his hands in despair at a succession of such huge tasks, but Professor Remington is a first-class organizer, a methodical worker, and possessed of a remarkable capacity for labor. He has two or three assistants, and his workrooms on the top floor of the three-story residence at 1832 Pine Street are beehives of activity. In the summer the Remington force moves *in toto* down to Longport, and there pharmacopœias and dispensatories and works on pharmacy are turned out *ad libitum* to the music of the sad sea waves.

MRS. CHARLES H. AVERY.

Mrs. Avery, wife of the prominent N. A. R. D. leader, has been conspicuous from the first in the work of "The Women's Organization of the National Association of Retail Druggists." She was elected treasurer of the W. O. N. A. R. D. at the formation of the society a year or more ago in Boston, and she played a leading part in the creation of the Chicago chapter a little later on. At the annual meeting of the latter, held last month, Mrs. Avery was elected first vice-president. Mr. Avery

has retired from the management of the organization department of the N. A. R. D. to devote himself to the presidency of the American Druggists' Fire In-



urance Company, and recently he has been appointed a member of the State Board of Pharmacy by Governor Deneen.

PROF. HENRY KRAEMER.

Professor Kraemer is one of the original investigators who is contributing much to some of the sciences allied with pharmacy. Botany is of course



his special field, and he has considerably widened the boundaries of botanical knowledge in several respects. His papers before the A. Ph. A. form in

themselves a considerable botanical literature, and in recent years Professor Kraemer has appeared before other national scientific bodies. He has done more or less work in the American Physiological Society and in one or more sections of the American Association for the Advancement of Science.

Professor Kraemer is widely known as the Professor of Botany and Pharmacognosy, and Director of the Microscopical Laboratory, of the Philadelphia College of Pharmacy. He is the author of an excellent treatise on "Botany and Pharmacognosy," and has recently been hard at work in an effort to revise the book thoroughly and to enrich it with the latest knowledge in every detail. As editor of the *American Journal of Pharmacy*, Professor Kraemer is brought in close touch with other departments of pharmaceutical science; and it is he who secures the speakers, and arranges the programmes, for the monthly meetings of the Philadelphia College. Papers read before these meetings are afterwards printed in the *Journal*.

Professor Kraemer is a serious-minded student and an indefatigable worker. Caring very little or nothing for recreation, and very often ignoring even rest and respite from work, he toils on while others sleep. Many are the gallons of midnight oil burned in the Kraemer workshop.

MISS CHARLOTTE E. STIMSON.

Miss Stimson is one of the successful practitioners of pharmacy among the gentler sex. Receiving her practical training in the store of George C. Kellogg, in Tiskilwa, Illinois, her home town, she was graduated later on from the Chicago College of Pharmacy, and now for five years has been in charge of the pharmacy in the Chicago Baptist Hospital. She is registered by examination in both Illinois and Iowa.

At the Indianapolis meeting of the A. Ph. A. last September Miss Stimson read a paper on women in pharmacy, and she succeeded in stirring up a long and interesting discussion. The upshot of it all was the passage of a resolution declaring that if wider employment were given to women, and more women encouraged to enter pharmacy and graduate in regular order from the schools, relief would be found in large measure from the stringency of the drug-clerk market. This gospel has since been the

subject of widely differing expressions in the pharmaceutical press and elsewhere.

Miss Stimson is considerably interested in association work. At the Indianapolis meeting she was



elected an associate chairman of the Commercial Section of the A. Ph. A. She is third vice-president of the Chicago branch of the A. Ph. A., and is a constant attendant at the monthly meetings. Playing a leading part in the formation of the Woman's Pharmaceutical Association in Chicago four years ago, she has ever since been secretary and treasurer of the organization. She is a member of the W. O. N. A. R. D., and is historian of the Alumni Association of the Chicago College of Pharmacy.

Script Letters on Show Cards.—

Orrin M. Sperry says in the *Spatula* that "script letters, carefully written, make very clever window cards. Great care should be exercised in order to overcome the appearance of crowded letters. At first glance this style of lettering appears very difficult. However, on the other hand, it is quite easy. Their formation being similar to that of the pen-writing, one is naturally quite familiar with their construction, and they may be executed very rapidly. For script work the student should be very careful to see that his brush and paint are in first-class condition. The brush must be soft and very pliable, so that you can draw a clear, smooth line. Your paint, if too thick or sticky, will deter you greatly as to dash and neatness, and the graceful contour of the letters will be lost. Be careful that you preserve the same slant to your letters all the way across the card. Practice with only one slant of letter at a time, and when you have mastered that another can be taken up, there being the Spencerian, vertical, and back-hand systems."

LETTERS.

SOLUTION OF IRON AND MANGANESE PEPTONATE.

To the Editors:

I have just observed that my formula for solution of iron and manganese peptonate, printed on page 431 of the BULLETIN for October, 1905, contains two errors. These I should like to have you correct. The formula should read as follows:

Egg albumen (fresh)	90.0
Hydrochloric acid	10.0
Pepsin	0.5
Manganese citrate	10.0
Sodium citrate	25.0
Iron chloride	20.0
Soda solution, 10 per cent, q. s.	
Alcohol	100.0
Syrup	50.0
Oil of orange15
Acetic ether02
Vanillin04
Water, enough to make	1000.00

Dissolve the albumen in 1000 Cc. of water and strain; add the hydrochloric acid and also the pepsin, which has previously been dissolved in 30 Cc. of water. Digest this mixture at 40° C. until no cloudiness is produced by adding nitric acid to a small portion contained in a test-tube. The iron chloride, having been dissolved in 1000 Cc. water, is added to the peptone solution, and then the soda solution is added until precipitation is complete (which will make the mixture slightly alkaline). [Note: 120 Cc. of solution of oxychloride of iron may be used in place of the iron chloride if desired.] An excess of alkali should be avoided. The precipitate is then repeatedly washed, by allowing it to settle and siphoning, until free from chlorides or any organic odor. After the final washing the precipitate is allowed to settle, and the water drawn off until the mixture does not measure more than 800 Cc. The whole is then transferred to a suitable container, when the manganese citrate and sodium citrate, previously dissolved by heat in a little water, are added. This mixture is boiled until solution is effected. Allow to cool and add the oils and vanillin, dissolved in the alcohol; then the syrup and enough water to make the whole measure 1000 Cc., and filter.

Each tablespoonful of the preparation contains 1 grain of iron and half a grain of manganese with peptone.

Let me say also that my recent experience with this preparation has taught me that the oxychloride of iron solution is somewhat more satisfactory than the ferric chloride when used in the formula. To this end 120 Cc. of the solution of ferric oxychloride, representing 3.5 per cent of metallic iron, may be used in place of the 20 grammes of ferric chloride.

H. A. B. DUNNING.

Baltimore, Maryland.

DOESN'T BELIEVE IN A WAITING POLICY.

To the Editors:

We note editorials in your last issue regarding State legislation on the pure drug question, in which you seem to take the position of advising the drug interests of the various States to *wait* before taking up the matter in their States. Permit me to remark that that is just what druggists over the country have been doing all these years—*waiting* until some other interests have passed laws that druggists should have advocated themselves. *Waiting* has become a notorious habit of the drug trade, until to-day one can point to dozens of enactments and embarrassments that have resulted principally because of the apathy of druggists themselves. This policy of *waiting* has cost druggists enough already. It is time they were waking up, and advice to that effect is much more timely than advice to *wait*.

If the drug interests of the country had not been *waiting*, those defects in the national law might have been corrected beforehand. State laws will be passed in a large number of States whether the druggists "wait" or not, and they will not be drawn with the interests of the drug trade in view if this same policy of *waiting* is continued.

I am sorry to say that it looks as if our associations also appear to have adopted the policy of waiting. One sees the results of more *obstructive* than *constructive* agitation in legislative affairs.

I am glad to say that our County Association has adopted a different plan just now. We have drawn a bill which, while it may have some defects, is drafted to protect the interests of the legitimate drug trade, as well as to provide for the safeguarding of the public health. We may not be successful in securing its enactment. We represent only one county in the State, but we will have the satisfaction of trying to *do* something. There is more satisfaction in that than in *waiting*.

Very truly yours,

M. L. THOME.

A CLERK'S VIEW OF THE SITUATION.

To the Editors:

The movement on foot at present for shorter hours is indeed an important one, and one which should be pushed forward with untiring efforts until the goal is reached. Let us all, both proprietors and clerks, get into line and make a grand touch-down. And let all the pharmaceutical publications lend us

their support, for I believe that only with their aid can we succeed.

I am a clerk and a college-trained man, and after considerable thought I have come to the conclusion that there are only two solutions to the problem: (1) early closing of all stores in every locality, or (2) better prices and two sets of clerks. The latter scheme would put each set of clerks on duty about eight or nine hours—and does it not stand to reason that the clerk with a work-day of this length would be more capable and safer in every respect than is now the case?

As for early closing, why is it that other merchants have succeeded so easily? Simply because they have educated their trade to the custom. Cannot the druggists do the same? To this question some people reply with another question: "What is a man to do who wants medicine at night, and who finds the stores all closed?" Well, if it is a very urgent case, the doctor can be called in, and since he always carries emergency drugs with him he is in position to meet the requirements adequately. And as for those valuable (?) customers who want five cents' worth of C. C. pills, or three cents' worth of powdered calomel, they can certainly wait until the next morning.

Would it not be a good idea for all local associations to call a meeting and discuss the subject? We are all professional men in pharmacy, and I am not in favor of unions among drug clerks, but let me predict that if some change is not made in the near future, the clerks will be forced to organize, and then we shall watch with interest to see who wins out, the men or the women, as our future druggists!

A CLERK.

THE NEW APPRENTICE AND THE BOTTLES.

To the Editors:

A few days ago we had occasion to hire a new boy, and one of the first things we asked him to do was to fill the bottle drawers from the cases in the wareroom. We explained to him that each drawer was numbered with the size of the bottles which should be put into it. He went about his task, and we paid no attention to him until, some time afterwards, he came to us with a three-ounce bottle and asked if it was a four-ounce vial. When we corrected him he was quite surprised, and he declared that he had weighed the bottle on the scales and found that it weighed four ounces!

Rushville, Indiana.

HARGROVE & MULLIN.

UP ON ASTROLOGY.

To the Editors:

Perhaps you editors of the BULLETIN never realized to what an extent the action of anthelmintics depended on the phases of the moon! Read the attached note and be convinced! There was a certain amount of common sense in the old-time directions

*Merthu Will you get-the
mail dress to get-me
a bottle of Merthu Granes
Loom Extremator in
Digby ask them to be
ew and get it tomorrow
as it is the right-time
of the moon to date for
Hums*

to gather aconite root "about the full of the Easter moon," because the herb would be sprouting at that time; but I never heard before of medicinal preparations requiring an observation of the planets before they were taken.

EDMUND F. L. JENNER.

Digby, N. S.

A MISSING MAN.

To the Editors:

Pardon me for writing to you in this strain, but I am in hopes of gaining some information from your thousands of readers regarding my son. He was at one time a druggist, and I have not seen or heard from him in a number of years. His name is John M. Biehl, and he is now forty-two years old. For some time previous to his disappearance he traveled in the Middle and Atlantic States selling chemical compounds for cleansing steam boilers, drilling hard metals, etc. He was last heard from in January, 1897, and was then at Washington, D. C., bound for Richmond and Norfolk, Virginia. Any information of his whereabouts would be most thankfully received by,

Very gratefully yours,
MRS. M. HETTINGER.

1704 Elm Street, Cincinnati, Ohio.

SHE WANTED TO DECORATE HER FACE.

To the Editors:

You may be interested in the enclosed order. A

*Send me a
bottle of whir
pant - dont
want that
in powder for
i dont want
it*

liquid face paint was desired, and the note made it very clear that face powder wouldn't do at all.

E. R. KENT.

Lancaster, N. H.

To the Editors:

I would not be without the BULLETIN at all. I always sit right down and read it as soon as it comes.

J. H. MILLSPAUGH.

Canton, Mo.



AN EARLY CLOSING CARTOON.—This cartoon was published some time ago in one of the newspapers of Columbus, Ohio, and was inspired by the movement of the Columbus druggists to adopt an early closing agreement. Reference to this movement, and to the aid lent by the local newspapers, is made in an editorial elsewhere in the present issue of the BULLETIN.

STATE BOARD QUESTIONS.

A NEBRASKA EXAMINATION.

TOXICOLOGY.

W. W. Kendall, Examiner.

1. What are the principal requirements of the Nebraska Poison Law?
2. What are the doses of (a) Mercurous Iodide; (b) Mercuric Iodide; (c) Mercurous Chloride; (d) Mercuric Chloride; (e) Chloride of Gold?
3. Black Drop: (a) State its official name, ingredients, and process for making. (b) How much morphine in one ounce?
4. State the antidote for (a) Face Bleach; (b) Creosote; (c) Rough on Rats; (d) Hair Dyes; (e) Indelible Inks; (f) Embalming Fluid.
5. Define (a) Opisthotonus; (b) Asphyxia; (c) Clonic Spasms; (d) Syncope; (e) Catalepsy.
6. Let X represent the dose of a certain drug: What would be the dose for a child of 1 year, 3 years, 7 years, 11 years, 13 years?
7. What are the symptoms of Aconite poisoning, and the treatment therefor?
8. Write official name in full, and give dose of Fluidextracts of (a) Indian Hemp; (b) Croton Oil; (c) Calabar Bean; (d) Dog Button; (e) Henbane.
9. Give the official name of the principal alkaloid obtained from Nux Vomica. Give physical description, maximum dose, and treatment in overdose.
10. Give the official names and doses of five poisons, other than referred to in this list of questions.



FOUR A. PH. A. SNAPSHOTS.—The groups shown on this and the opposite pages were taken last September at the Indianapolis meeting of the American Pharmaceutical Association. In this view we see two of the most prominent members of the A. Ph. A. Mr. John F. Hancock, of Baltimore, is striving to convince Treasurer S. A. D. Sheppard of the merits of some proposition or other, and Mr. Sheppard is apparently more than half agreed. At the right of the picture, seen rather dimly in the half shadow, stands C. Lewis Diehl, the well-known editor of the National Formulary.

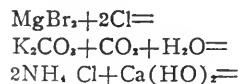


FOUR A. PH. A. SNAPSHOTS.—Here we have two men well known in different branches of the drug trade. At the left is F. E. Holliday, vice-chairman of the Committee on Proprietary Goods of the jobbers' association, with the characteristic cigarette in evidence. At the right is Thomas P. Cook, known everywhere as the leading spirit in the New York Quinine and Chemical Works.

CHEMISTRY.

Geo. B. Christoph, Examiner.

1. (a) What is specific gravity? (b) Give an example of a Solid, a Liquid, and a Gaseous Acid. (c) What is the strength and specific gravity of Sulphuric Acid?
2. What colors are imparted to a non-luminous flame by compounds of (a) Potassium, (b) Sodium, and (c) Lithium? (d) What is meant by a radical? (e) What is (sic) Qualitative and Quantitative analysis?
3. (a) Give the meaning of the following prefixes as used in chemistry: Bi., Sub., Per., Hypo. (b) Of what compounds is Hydrogen a constant constituent?
4. (a) Mention the official compound of Boron. (b) Mention all the official compounds of Lithium, and state from which of these may all the rest be prepared.
5. (a) How may Sodium Acetate, Benzoate, and Salicylate be prepared extemporaneously in solution? (b) What chemical change takes place when mixing a Seidlitz powder?
6. From what is Ammonia gas obtained, and how are Ammonium Hydrate, Chloride, Carbonate, and Acetate respectively produced?
7. (a) What is the principal compound of Silver? (b) Give the titles for its three forms. (c) In what substances is Red Precipitate resolved upon heating? (d) How is Nitroglycerin made?
8. Potassium: Give symbol, source, description, and official compounds.
9. Give common name for the following new U. S. P. Chemicals: Sulphonmethanum, Sulphonethylmethanum, Phenylis, Salicylas, Methylthioninæ, Hydrochloridum, Hexamethylenamina.
10. Complete the following equations:



Give common names for:

$\text{CHCl}_3 =$
 $\text{CHI}_3 =$

MATERIA MEDICA.

D. J. Fink, Examiner.

Give synonym, principal constituents, medical properties, official preparations and their doses, of the following:

1. Asclepias.
2. Belladonnæ Radix.
3. Gelsemium.
4. Podophyllum.
5. Colchici Radix.
6. Scilla.
7. Prunus Virginiana.
8. Eucalyptus.
9. Senna.
10. Identify specimens from 1 to 10.

PHARMACY.

H. L. Harper, Examiner.

1. (a) What is the U. S. P.? (b) What is the meaning of the title *Liquor* in the U. S. Pharmacopœia? (c) How is mucilage of acacia prepared? (d) How is mucilage of tragacanth prepared?

2. (a) What is a glycerite preparation? Name three. (b) Define glycerite of starch; for what is it mostly used? (c) What is an emulsion? (d) How may emulsions be classified?

3. (a) What is the pharmacopœial strength of a medicated vinegar? (b) How many vinegars does the Pharmacopœia contain? Name three, and how they are made. (c) What is meant by hydroalcoholic tincture? (d) What is an ethereal tincture?

4. (a) What is the menstruum used in the making of an ammoniated tincture? (b) What is the percentage of alcohol



FOUR A. PH. A. SNAPSHOTS.—This view shows Dr. A. B. Lyons of Detroit, and Prof. T. R. Thornburg of Indianapolis. The picture was taken just outside the entrance to the Claypool, which was used as the headquarters of the association at the Indianapolis meeting last September.

contained in a medicated wine? (c) What is tannin, and what are its most characteristic properties? (d) Name three different solvents for tannin.

5. (a) Antimonial powder: Give the synonym and the Latin official name. How is it prepared? (b) What are the ingredients of Aromatic powder? (c) Give the Latin official name of Compound Chalk, powdered, and give ingredients in preparing same. (d) Compound Effervescing powder: Give Latin official name, the synonym, and the ingredients used in preparing it.

6. (a) What is sublimed sulphur, and what are its physical properties? (b) How is it used medicinally, and what is the dose? (c) How is washed sulphur prepared, and what is the use of adding ammonia in washing it? (d) Why is washed sulphur preferred for medicinal purposes?

7. (a) How many pill masses are official? Name them. (b) What are confections, and how many are official? (c) Give general formula for triturations. (d) What trituration is official?

8. (a) What are cerates, and why are they so called? (b) How many cerates are official? (c) Cerate: give the Latin official name. (d) How is Camphor Cerate prepared?

9. (a) Benzoinated Lard: what is the Latin official name? (b) How is Benzoinated Lard prepared? (c) What is pepsin, and whence obtained? (d) How much coagulated egg-albumen should it be capable of digesting?

10. (a) Criticize the following prescriptions:

No. 1.

R Iodide Pot. Drs. 2ss.
 Hydrarg. Bichlorid. Grs. 2
 Alcohol Oz. ss.
 Elix. Calisaya Oz. 3ss.

No. 2.

R Potas. Permang. Oz. 1.
 Glycerin Oz. 2.
 Use as directed.

No. 3.

R Syr. Pruni virg. Grs. 3.
 Amm. Mur. Drs. 3.
 Spr. Chloroform Drs. 3.
 Tr. Opii Deod. Oz. ss.
 Mix. Sig.: Two teaspoonfuls every 4 hours.



FOUR A. PH. A. SNAPSHOTS.—The two men behind are F. W. Meissner, of Laporte, Indiana, and Frank E. Freericks, of Cincinnati. Mr. Meissner has just been elected trustee of the Pharmacopœia to succeed Mr. Ebert, while Mr. Freericks is known as the promoter of the American Druggists' Fire Insurance Co. In front stand Charles H. Avery, until recently General Organizer of the N. A. R. D., and Joseph Weinstein, a member of the New York State Board of Pharmacy.

BUSINESS HINTS.

Advertising to Women.—

The women are the money-spenders in the family, and they are the money-savers, too, remarks *The Spatula*. You can make up your mind that most of the family purchases are made where the woman of the household advises. Whether you are advertising goods that are especially for women or not, advertise to the women. Write ads. that the women can read understandingly. Write every ad. with a thought of the possible or probable woman reader. The women read the advertising columns more carefully than the men, and they remember better what they see there. The family purchasing is more a part of their lives. The men have their time taken up and their thoughts occupied with plans for making money.

The drug store is particularly a woman's store. There are more things in a drug store that are of interest to women than to men. Women form the greatest portion by far of the druggist's patrons. In writing ads. with this fact in mind you can remember that women always want to see the price in the ad. The price cuts a good deal more figure with the woman reader.

Then, too, an odd price will be more attractive to a woman than an even one. Eighty-nine cents is twenty-five cents better than a dollar any time. It is easier to make a woman want what you are advertising than it is to make a man want it. A woman appreciates more easily the nicer

shades of meaning in a description of goods. You can go more into detail for the feminine readers. If you are advertising goods that no woman will be interested in, make strong, bold, unqualified statements. If you expect the women to read your ad., go into particulars.


The Easter Window.—

It's an old, old story, but nevertheless worth repeating, that live rabbits always make an attractive feature of an Easter window display. They never fail to secure attention. People will stop in swarms and gaze for several minutes at a time at a window containing these interesting little animals. Mr. H. Knecht, manager of Kearny's Pharmacy in Plaquemine, La., always puts rabbits in one of his two windows during Easter week, and he has found that nothing has ever proved quite such a drawing card. Of course one should exhibit articles and placards at the same time calling attention to the Easter novelties on sale, and thus "point the moral."

Picturing the Pharmacy in Advertising Matter.—

We had something to say a month or two ago about using a picture of the pharmacy in occasional specimens of one's advertising. We mentioned the case of Wallace & Bohn, the Detroit druggists, who issued a little folder containing, among other things, two or three engravings of the interior of their store. We now observe that the Whorton Sons Drug Co., of Gadsden, Alabama, have issued a neat postal announcement bearing a picture of the store and containing a little talk of an advertising nature.

A Most Exquisite Preparation



For Chapped Hands and Face.... For all Complexion Roughness For the Nursery... For Shaving... An Indispensable Toilet Adjunct that Keeps the Skin in the Pink of Condition.....

Prepared Exclusively by
B. S. Cooban & Co.
539 W. 63rd ST. (Normal Ave.)
CHICAGO

A fine complexion

FROM time immemorial womanly beauty has played a leading part in the history of the world. The secret in their day were daily exercised over the beauties of "woman, lovely woman," (to whom the fascinating influence of Cleopatra, Helen of Troy and other famous beauties), and the secret we approach the present day and century, the more potent means the power of feminine loveliness.

THERE is no denying the great attractiveness and direct influence of feminine charm. It is indeed most powerful when exercised by a clever woman, and every woman, with an ounce of brains when to retain and develop to the utmost her personal beauty.

THE attributes of a fascinating individuality are at once discernible by any eye. A fine complexion, a skin reflecting health and intelligent usage, and a well groomed personal appearance, are distinguishing outward characteristics. (And they almost invariably stamp the entire character of the possessor.)

IT is impossible to show proper respect to one's self and one's friends when such palpable evidence of personal neglect, such as a muddy skin, a pimply complexion, a rough face as hands, etc., are shown. There is no occasion or excuse for such. For, by an intelligent use of Cooban's Cooling Cream, the complexion can always be kept in an enviable condition.

THIS preparation is exclusively compounded by us. As in the case of all our other exclusive preparations, we know the composition and every step in the various stages of manufacture; therefore, we can speak with confidence regarding the merits of it.

How to care for it

THE skin requires a certain amount of intelligent care and treatment; in fact, there are two skins—the inner skin and the outer skin—but the dividing line between these two skins is hardly worth mentioning for one name to run into the other. In other words, the inner skin is constantly being transformed into the outer skin, the topmost layer of which is thrown off in the form of scales.

NOW, in order for the outer skin to be perfectly healthy, there must be plenty of food for the inner skin. This is given in Cooban's Cooling Cream, which is a nutritive skin food that is readily absorbed. Possessing tonic properties, it gives decided restorative powers when massaged into a skin that tends to fade and becomes wrinkled.

THE close observer will note that the women with the most beautiful complexions are those who take the greatest care of them. They believe in the massage treatment, which certainly exercises a most beneficial effect upon the skin.

MASSAGING is ever to be recommended. It is nothing more or less than a systematic exercising of the skin and its underlying tissues, thus clearing out impurities, toning up the circulation of the blood through the minute vessels of the dermis (inner skin) and epidermis (surface skin) with a new vitality and healthy color.

WHILE a massage in itself alone, it is to be recommended, yet it will prove far more valuable to the skin when the hands are massaged with a softening emollient which will prevent friction and irritation. This ideal preparation is found in...

Beauty of a clear skin

A CLEAR, rosy skin is ever a delight to any eye—masculine or feminine. It may truly be called the fortune of many a fortunate possessor. It is a distinct personal ornament—a liability.

SIMPLY compare for yourself the fresh, blooming complexion of health with the faded, rough or otherwise unattractive features that belong to the woman who does not give proper care and consideration to the appearance of her countenance. Such a comparison is a vivid object lesson as to the importance of possessing a clear skin.

THE skin on the face is thin and delicate; it is easily roughened by exposure. Chilly Chicago winds will, this season, roughen many an otherwise fair skin, and it is well to remember that Cooban's Cooling Cream, when occasionally applied, will counteract such effects. Give an occasional thought to the subject.

AN APPLICATION of our Cream before using powder will keep the skin in good condition and render the powder unobtrusive. It acts like a charm in quickly softening and smoothing rough patches, in clearing the skin of pimples, blackheads and such small eruptions; filling up hollow places and in moderating and taking away premature wrinkles and lines.

THIS preparation has been tried by "the test of time," and is fact by every test. It has proven worthy. It has many friends. It gives it the place of honor among their toilet essentials. If you wish to understand why, try a sample of it.

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A Cough-cure Window for March.—

The window display shown in the accompanying illustration was contributed by L. A. Lebowich. Mr. Lebowich writes as follows regarding the trim:

"March would, by some druggists, be thought rather late in the year for displaying a cough remedy in the window.



The success which attended this display, however, convinced me to the contrary. It was run in 1906 during the last week of March and the first week of April.

"The central figure was a circular sign around which were fixed some empty cartons of the cough remedy. Near it was a plaster figure of a dog advising passers-by to 'Stop Barking with Olagine.' The plaster dog stood 18 inches high

and cost fifty cents. The cardboard on which he barked his advice was backed with a stiff wire held to the card by gum stickers, both ends of the wire meeting at the point which was inserted in the dog's mouth. The card was thus held securely.

"Along the front of the window were half a dozen ordinary sofa springs, such as are used in upholstering, and they supported these legends: 'Beware of the Spring Cough,' 'Spring Coughs Are Most Obstinate,' etc. Cartons of the remedy, signs, etc., placed about in the window, completed the display."

A Hustling Firm.—

The W. F. Norris Pharmacy of South Whitley, Indiana, is conducted on hustling lines. Specimens of the Norris advertising have been described in this department from time to time. We now learn from a recent letter that the Norris people, although located in a city having a population of but 1500, do a surprising business. This is probably due considerably to the fact that South Whitley is surrounded by a wealthy farming community. Among other things, the Norris concern writes: "We have a jewelry department, and employ an expert jeweler and optician. Two of us are registered pharmacists and take care of the drug department. We also have a musical department under the management of a musical salesman. Our holiday business is very heavy every year, and during the two or three weeks before Christmas we employ from four to ten extra clerks." It is quite evident that the W. F. Norris Pharmacy is not sending up the complaint that business has gone to the demnition bow-wows these days!

Shapely hands indicate refinement

THE appearance of the hands is a conspicuous evidence of refinement—or otherwise. The shapely well-kept hands tell an unambiguous story of culture. It is a pleasure to keep them in the pink of condition, and a double pleasure for one's friends to admire them so.

WINTER weather causes many hands to chafe and roughen. Then thoughts naturally turn to the glycerine cream. And right here permit us to interpolate a word of warning.

GLYCERINE SHOULD NEVER BE APPLIED IN AN UNDILUTED STATE. It is a hygroscopic substance, and when applied to the skin draws moisture from the tissue, making the skin red, often causing intense stinging and actual burns instead of healing. Cooban's Glycerine Cream dispenses glycerine in its many combinations most admirably.

THE way to use it is this: Wash the hands in warm (not hot) water. After gently drying pour into the palm of the hand about half a teaspoonful of Cooban's Glycerine Cream, then rub all over the hands (particularly the back) until all is absorbed. Glycerine may be used a few minutes after the application.

IF THE ends of the fingers are cracked, bend a ring around them, inserting the ends with the cream. Bend the ring at night, repeating until the cracks are entirely healed. Again we repeat: do not use glycerine. Just remember this bit of advice at all times and you are saved.

Fine for babies

BABIES like the soothing application of Cooban's Cooling Cream. It is delightfully refreshing and wholesome. It is actually free from all substances that could in any way harm the most delicate skin. Many mothers and nurses have found this not only a most agreeable cream to-day but a safe and reliable one for the use of infants.

COOBAN'S COOLING CREAM is a many a mother has wisely displaced other preparations for effective comfort, such as powders, ointments, witch hazel and other applications for the relief of irritation caused by chafing and for the speedy healing of minor skin ailments and burns common to young America.

TRY a sample for one in the nursery. We warrant that you will be well satisfied with your experience. Its grateful pleasur and altogether satisfying benefits are quite as much appreciated by the infant as well as by the more observing adult.

Handy for gentlemen

GENTLEMEN who shave themselves should give Cooban's Cooling Cream a trial. It is as refreshing and soothing—as for exposure to hot sun or with head. It soothes both barber and hair, and—two of the best advantages and being again on the market.

IT is delightfully perfumed and is beyond doubt one of the very best toilet necessities ever produced. It is a remedial agent for chapped and roughened skin, slight cuts, scratches, etc., and for this reason will be found handy in many instances outside of shaving purposes. It most effectively dispenses glycerine. Try a sample bottle of

An indispensable toilet adjunct

COOBAN'S COOLING CREAM has rightfully earned itself the name of the "Witch Hazel of the Toilet." Its qualities are in every degree pleasing. It is prepared for people of discrimination and refinement, and its large and constantly increasing sale proves that it accomplishes the good claimed for it.

IT IS NOT sticky or greasy. It has no time in being absorbed into the skin giving a soft, velvet-like smoothness, unobtrusively comforting and pleasing. Glycerine can be worn immediately after applying it to the hands. It can be rubbed on the face before taking a walk on cold, and the skin will not look deep red nor will the red appear in the least degree faded.

FOR all the purposes listed in this little book it is really the ideal preparation. For the face or hands it is delightfully soothing, refreshing and healing. It is an unexcelled antidote for dry, rough, cracked or chapped skin.

IT CAN be used by all—men or women—from infancy to old age—with exceeding satisfaction. Try it once in its use it regularly. It makes friends instantly. We assure that our patrons' praise will stand along to their friends regarding this elegant and excellent preparation.

IT STAYS the wrinkling track of time. It smooths the rays of beauty. It keeps the skin clear and cool. It gives the complexion of youth and blossoming health. It eliminates eruptions. It is a delight to the user and a pleasure to her friend. In short, it is indispensable toilet adjunct.

Soothing in every age



Infants' Delight in It.....Women Everywhere Use and Appreciate It.....Men Find It Indispensable in Shaving.....It Stays the Wrinkling Hand of Time and Keeps the Skin Fresh, Fair and Blooming with Health.

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B. S. Cooban & Co.
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CHICAGO



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Exploiting a Cough Cure.—

Elsewhere in the present issue of the BULLETIN we are reprinting the text of a booklet on cold and cough cures issued by the William B. Riker & Son Co. in Greater New York. In this place we might reprint a few short ads. regarding "Riker's Expectorant" which were at one time sprinkled throughout another of the Riker booklets:

A little sore throat if not properly cared for is apt to become Bronchitis or Tonsillitis. An ordinary cold if neglected may develop into a permanent lung ailment or chronic Catarrh or Pneumonia. These diseases can be nipped in the bud by the use of RIKER'S EXPECTORANT. It will cure a well-developed case just as surely but not so quickly.

Attend to a slight cough before it becomes a bad cough. The bad cough may make all sorts of trouble. The slight cough is easily cured. The bad cough is not so easy, but always succumbs to RIKER'S EXPECTORANT. All coughs do.

Croup, Whooping-Cough, and other children's coughs, both obstinate and dangerous, lose their terrors in the presence of RIKER'S EXPECTORANT. It loosens the mucus and lessens the paroxysms. It induces gentle repose. It cures.

The following advertisement of "Riker's Expectorant" occupied a full page in one of the Riker booklets:

Cough Insurance

A Good Business Man

insures his stock against fire.
The prudent head of a family
has his life insured. The
thoughtful traveler carries acci-
dent insurance

Riker's Expectorant

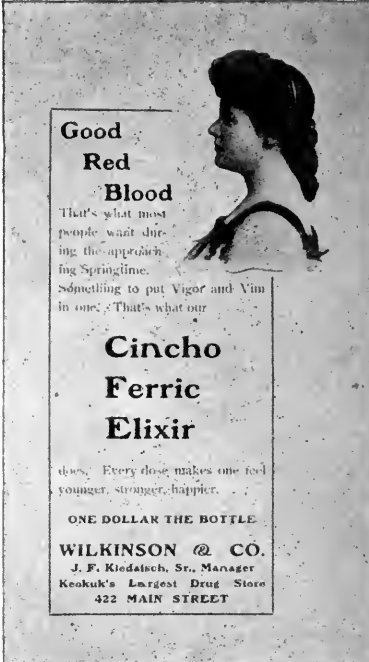
is insurance against Coughs,
Colds, Bronchitis, Croup, La
Grippe, all kinds of throat and
lung ailments. It is the cheapest
insurance anybody can carry.
Keep 60 cents' worth of this
insurance in the house. It pays

Big Dividends

the center of the window floor, make a symmetrical arrangement of bath brushes, with a price ticket on each. On each side of this place a row of shaving brushes, back of these on each side a row of military hair brushes, hat brushes, cloth brushes, and massage brushes. In the rear center of the window construct a half ellipse of Turkey-red cardboard, reinforced in the back by narrow pieces of board. Across the upper half of this affix a row of hair brushes of different kinds, each with its price tag. Under the hair brushes attach a row of camel's-hair pencils and throat brushes by means of a drop of glue on each. Under this paint the word "Brushes" in large block letters with a white marking fluid. In the space at each side of the sign attach infants' hair brushes. To each side of the half ellipse place a loosely arranged heap of feeding-bottle brushes. In the center of the background suspended by fine wire hang a wheel of brushes. Use for the wheel a medium-sized hoop, such as is used by children, paint it with aluminum paint, and employ wire or twine in making the spokes. To the rim of the wheel attach hand brushes; to the wires, tooth and nail brushes. A round flesh brush in the center will give a hub effect. At each side of this wheel suspend a smaller wheel, treated in the same manner. Don't forget your price tags, and don't be stingy with them.

Exploiting a Spring Remedy.—

The advertisement shown in the accompanying illustration was used last year at this season by Wilkinson & Co., of Keokuk, Iowa. It was printed on loose slips so that it could



Good Red Blood

That's what most people want during the approaching Springtime. Something to put Vigor and Vim in one. That's what our

Cincho Ferric Elixir

does. Every dose makes one feel younger, stronger, happier.

ONE DOLLAR THE BOTTLE

WILKINSON & CO.
J. F. Kiedatsch, Sr., Manager
Keokuk's Largest Drug Store
422 MAIN STREET

A Brush Window.—

Fred D. Nelligar, writing in the *Druggists Circular*, advocates the preparation of the following brush window display:

Arrange your display under the broad title of "Brushes," and endeavor to work into it every variety of brush that you have for sale. Then a descriptive card and price ticket will do the work. The following suggestions will perhaps be found useful in grouping the display: Arrange a drapery effect of tooth brushes in the front of the window by suspending the brushes from strong black threads. Begin in the center with two or three brushes and gradually lengthen the strings until each end string touches the floor of the window. Then, in

be inserted in the monthly statements or enclosed in packages leaving the counter. These slips were $3\frac{3}{8}$ by 6 inches in size. "Good Red Blood" was printed in red ink; blue ink was used elsewhere; and the paper was light-blue in color.

PRACTICAL PHARMACY.

Some Prescription Difficulties.—

William F. Kaemmerer, in a paper read at the last annual meeting of the Ohio Pharmaceutical Association, told how he had dispensed a number of difficult prescriptions received by him in the regular course of trade. A few of the prescriptions were as follows:

Menthol	Gm. iv.
Aristol	Gm. ij.
Lanolin, q. s. to make.....	Gm. xxx.

Mix.

I triturated the menthol and aristol in a warmed mortar with a small quantity of lanolin until a smooth mixture was obtained, and then added the balance of the lanolin.

Mercurous iodide.....	gr. iij.
Potassium iodide.....	3 x.
Water	3 j.
Compound syrup of sarsaparilla.....	3 v.

M. et sig.: A teaspoonful as directed.

I triturated the mercurous iodide with the potassium iodide, added the water, and filtered out the small amount of precipitated metallic mercury.

The patient afterward volunteered the information that by the way I prepared his prescription he got better results than when it was prepared by others. This may have been purely imaginary, or perhaps for the first time he got the full amount of potassium iodide.

Salol	3 ss.
Oil of sandalwood.....	3 jss.

Put into twelve capsules. Sig.: One every three hours.

I melted the salol and then added the oil of sandalwood.

Ol. savin.....	min. ij.
----------------	----------

Ft. capsulae, tales dosis No. xii. Sig.: One every two hours.

I use 24 minims of oil of savin and enough oil of sweet almond to make 1 drachm. We always seal capsules containing oils. As we do not receive enough prescriptions for oils to be put into capsules to justify us in putting in a supply of empty soft capsules, we use the ordinary empty capsules, being careful to select perfect ones with well-fitting lids.

A Carpet-cleaning Compound.—

H. C. Bradford contributed to the *Western Druggist* some time ago the formula for a carpet-cleaning compound, of which he declared that he had never found a stain nor a spot which it would not remove. He charges a dollar a quart for it, or sells it in regular four-ounce bottles for 25 cents. Here is the formula:

Solution of soap.....	120 Cc.
Ammonia water, 10 per cent.....	60 Cc.
Gasoline	120 Cc.
Chloroform	20 Cc.
Potassium nitrate	10 Gm.
Oil wintergreen	10 Cc.
Distilled water, to make.....	1000 Cc.

Dissolve the potassium salt in the water, add the ammonia to the soap solution, then the chloroform, oil, and gasoline; shake well and add the water.

This makes a white, milky compound, which separates slightly on standing, but readily unites on shaking. The wintergreen is only added for its odor, and may be replaced by any other preferred, or omitted altogether. Nothing but satisfaction will come from the sale of this article.

The solution of soap is made as follows:

Olive oil	60 Cc.
Caustic potash	12 Gm.
Alcohol,	
Water, of each to make.....	1000 Cc.

Place the oil in a suitable dish, add one ounce alcohol, mix well, then add the potash dissolved in one ounce of water. Apply heat by means of a water-bath until the oil is completely saponified, which is shown by a portion being removed and dropped into boiling water, when it should dissolve completely without the separation of oily drops. Allow to cool, add 500 Cc. alcohol, and water to make 1000 Cc. Filter through paper.

Columbian spirit or wood alcohol may be used in this to good advantage. If 45 Gm. camphor and 15 Cc. oil lavender be dissolved in the alcohol, the product will be a first-class quality of soap liniment. I need hardly observe, however, that wood alcohol is not permissible in this last instance.

A Prescription Check.—

Different druggists have different ideas about what a prescription check should be. In times past we have reproduced many specimen checks used by various druggists. Here is another:

PRESCRIPTION CHECK
PRESENT THIS FOR YOUR PRESCRIPTION

WALLACE & BOHN,
DRUGGISTS,
COR. MYRTLE & 14TH WES. DETROIT, MICH.

IT'S A GREAT SATISFACTION
TO US TO KNOW THAT EVERY PRESCRIPTION
WE SEND OUT IS JUST AS GOOD AS GOOD DRUGS
WILL MAKE IT. NO MATTER WHAT YOU PAID
FOR IT, YOU COULD NOT GET IT ANY BETTER.

R

WAIT CALL SEND

PRESCRIPTION CHECK
ATTACH THIS TO THE PRESCRIPTION

R

Price

WAIT CALL SEND

Making Camphorated Oil.—

Jacob Diner, the well-known New York druggist, always makes camphorated oil by means of the circulatory displacement method. Putting the camphor gum in a gauze bag, he suspends it in the cottonseed oil. In a few hours it is all dissolved, new portions of the oil constantly arising to the camphor as the heavier saturated portions fall to the bottom. This method is also very useful in making mucilage of acacia, tincture of iodine, and many other products.

THE DRUGGIST'S SPECIALTIES

In this department Mr. B. S. Cooban, of Chicago, a practical pharmacist of large experience in the manufacture and sale of druggists' specialties, will endeavor (1) to provide formulas that will "work" to subscribers who ask for them, to (2) give advice concerning labels and packages, to (3) render suggestions regarding advertising methods, and (4) not less important, to publish in turn formulas for successful specialties which readers themselves are cordially invited to contribute. All correspondence should be addressed to "Specialties Department," BULLETIN OF PHARMACY, P. O. Box 484, Detroit, Michigan; and all inquirers should conform to the conditions which are stated over the adjoining department of "Queries."



B. S. Cooban, editor of the BULLETIN's department of "Druggist's Specialties."

Laundry Blue; Water Purifier.

"Clem." wants information about laundry blues and a preparation for "settling" water, aside from alum.

Most of the laundry blues are solutions of soluble blue in water, or the powder is put up in small packages.

"Soluble" blue is Prussian blue made soluble by the addition of oxalic acid—100 parts of blue to 50 parts of acid. There are various grades of Prussian blue on the market; the best is known as Chinese blue, and we believe there is a specially-prepared ultramarine blue used for this purpose.

These soluble blues do not work well with some waters, particularly those containing much lime, the blue being precipitated and flecking or spotting the clothes.

Some of the aniline blues have been used for this purpose, especially the methyl blue, in about one-per-cent solutions.

The sample you send is aniline, but we are unable to state positively whether it is methyl blue or one of the other blues. You might experiment with some of the aniline blues, using $\frac{1}{2}$ to 1 per cent.

PURIFYING WATER.

The best simple method of purifying water is by the use of a solution of a basic iron salt, like Monsel's solution, or the chloride, taking the U. S. P. solution of iron chloride and saturating it with freshly-precipitated hydrated oxide of iron.

Use three to six drops of the solution to the gallon of water (depending upon the condition of the water) and mix

thoroughly. In the course of an hour or so a heavy coagulum appears in the water, carrying all impurities with it. By simply straining through cotton, the water comes through beautifully clear and limpid.

Peppermint Tooth-paste.

"Victorian" wants a formula for a peppermint tooth-paste. Here is a good one:

Precipitated chalk	4 ounces.
Powdered orris root.....	4 ounces.
Powdered white Castile soap.....	1 ounce.
Powdered borax	1 ounce.
Powdered myrrh	$\frac{1}{2}$ ounce.
Oil of peppermint.....	20 to 30 drops.
Glycerin.	
Strained honey.	

Use equal parts of glycerin and strained honey, sufficient to form a mass. The flavor should be incorporated with the powders previous to massing.

By referring to back numbers of the BULLETIN other formulas may be found. Any good tooth-powder may be converted into a paste with glycerin and honey. In some mixtures a small amount of powdered acacia may be necessary. A paste intended for a collapsible tube must be softer than if intended for a jar. The mass must be thoroughly kneaded or ground, and the flavoring and coloring must be mixed with the powder first and sifted.

Peppermint oil may be added to suit the taste—say from twenty to forty drops to the pound.

Vermifuge.

J. W. L. wants a formula for a tasteless vermifuge; also a snow-white vermifuge.

We published in this department last month an excellent formula for a vermifuge.

A lozenge made by mixing crystal santonin with sugar, forming a mass with tragacanth mucilage, would come as near being tasteless as anything. A small amount of phenolphthalein (about $\frac{1}{2}$ grain) might be added as a laxative.

An emulsion might be made with castor oil and santonin, and flavored with peppermint and saccharin. This would be white.



MR. RYAN IN THE FAR EAST.—Frank G. Ryan, fourteen years a member of the faculty of the Philadelphia College of Pharmacy, and now vice-president and secretary of Parke, Davis & Co., has been circling the globe in the interests of his house. He will return to America about the time this number of the BULLETIN reaches its readers. In the view on this page Mr. Ryan is seen in one of the characteristic Japanese jinrikishas. On the opposite page he is shown in a group.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Questions Regarding the Food and Drugs Act.

R. B. L.—If, as you state, your trade is all local, and if no goods are delivered outside of your State, we do not see how goods of your own manufacture are affected in the least by the food and drugs act. Therefore it seems quite unnecessary to answer your specific questions.

Nevertheless, if you should ever care to do an interstate business, we may say that the amount of acetanilide in your headache powders must be stated on the package. Conforming with the regulations, you must give the number of grains of acetanilide in each solid ounce of the product. See column 2, page 496, December BULLETIN.

As for your shampoo, hair tonic, and "Lemola," these must all contain a statement of the content of alcohol or of any of the narcotics mentioned in the labeling clause of the act. This subject is entirely covered on the page of the December BULLETIN to which we have already referred you in the foregoing paragraph. You understand, of course, that all of these necessary statements on the label must be printed, according to the regulations, in type not smaller than 8-point caps.

With respect to the use of the word "cure," which appears on the labels of all of your products, let us refer you to the paragraph at the bottom of column one, page 13, January BULLETIN.

* * *

J. H. B.—Any essence of lemon will correspond to the national food and drugs act if it is properly labeled. If you use the name of the pharmacopœial preparation, then the product must conform to the pharmacopœial requirements, unless you distinctly tell on the label in what respect the preparation is a departure from the U. S. P. specifications. If you will read the articles on the food and drugs act which appeared on page 493 of the December BULLETIN and page 12 of the January BULLETIN, you will get a thorough comprehension of the workings of the national law. The topic was exhaustively set forth in these two articles.

Caffeine and Coffee.

W. T. McB.—Caffeine is present in coffee in amounts ranging from a little less than one to a little more than two per cent. With it there is an exceedingly variable amount of caffeeo-tannic acid, yielding caffeeic acid by precipitation with lead salts and baryta; about 15 per cent of sugar, about 13 per cent of fat, and an equal amount of proteids, with a trace of volatile oil. The different varieties of coffee yield different percentages of caffeine. Thus, while the finest Mocha usually contains about 0.64 per cent of caffeine, Rio coffee contains as much as 1.14, while "gray" Java runs up to 2.22. "Yellow" Java has about 0.83 per cent of caffeine.

A Precipitate of Strychnine Chloro-mercurate.

L. W.—Your query has reference to a prescription containing bichloride of mercury, strychnine sulphate, solution of arsenous acid, tincture of iron chloride, and Basham's mixture. Now when solutions of mercuric chloride, strychnine sulphate, and hydrochloric acid are brought together, a voluminous precipitate is formed which consists of strychnine chloro-mercurate. This precipitate is insoluble in water but soluble in alcohol.

As tincture of ferric chloride and Basham's mixture both contain alcohol, the precipitate of strychnine chloro-mercurate is soluble in them: this explains the absence of a precipitate when adding these substances to the combination, but you must be in error when you state that no precipitate is formed when two of the first three ingredients are mixed, since a solution of mercuric chloride will precipitate strychnine from its combinations, or in fact will precipitate almost any alkaloid. A few minutes, however, are required to do this.

It is quite needless to say, in view of the foregoing explanation, that the prescription is a dangerous one to dispense unless it is made to contain enough alcohol to dissolve the precipitated strychnine chloro-mercurate.

A Toilet Ammonia.

E. C. M.—The formula for toilet ammonia was printed on page 87 of the BULLETIN for February, 1906. It was as follows:

Ammonia water, 10-per-cent.....	250 Cc.
Green soap	120 Gm.
Oleic acid	10 Cc.
Oil of bay.....	1 Cc.
Oil of rosemary.....	1 Cc.
Oil of verbenia.....	5 Cc.
Water, enough to make.....	1000 Cc.

Dissolve the soap in 500 Cc. of warm water, and when cool add the water of ammonia and the oils; mix by agitation, and add lastly the oleic acid and enough water to make 1000 Cc.

A rather elaborate formula for a green coloring agent for this product was given on the same page, but it is too long to quote in this connection.



MR. RYAN IN THE FAR EAST.—This view was taken at a restaurant in the city of Nara, the old capital of Japan. Following the custom of the country, every one is seated on cushions on the floor. Reading from the left the individuals are Mr. Matasaku Shlohara, the manager of the branch of Parke, Davis & Co. in Tokio; Henry George, Jr., the well-known single tax advocate and economic writer; Miss Helen Ryan; Frank G. Ryan; and Mr. Takeda, the P., D. & Co. agent in Osaka, Japan. At the extreme right is the servant.

Liquid Bluing.

A. H. F.—Formulas for liquid bluing have repeatedly been printed in the BULLETIN. Please consult the annual indexes in the December issues. We may perhaps quote one particular formula, taken from page 439 of the BULLETIN for October, 1904:

A good liquid bluing may be made by mixing one part of the best quality Prussian blue, which is also known as Chinese blue, with one part of oxalic acid. A mixture is produced which may be dissolved in boiling water and which remains in solution on cooling. One-half ounce of this will make a pint of satisfactory liquid bluing. The solid aniline colors are very satisfactory, although some of them are destroyed by the heat of ironing. The methyl violets are a good deal used in this way, and what is known in the aniline trade as "blackley" blue is much used for laundry purposes, a one-per-cent solution being sufficiently strong for use as a liquid blue.

We think that beyond question you could make a very nice side-line out of liquid bluing. There is no reason why the druggist should not develop a good trade in this product.

As for bottles, let us call your attention to the fact that several bottle manufacturers print their announcements every month in the advertising pages of the BULLETIN. By writing some of these houses you could get exactly what you want. As for labels, you might approach the Randolph Box and Label Co. of Chicago.

Fat-free Tincture of Digitalis.

G. A. M.—This product was discussed some years ago by Joseph W. England, of Philadelphia, who had had considerable experience in preparing a fat-free tincture for the Philadelphia Hospital. The product was made by exhausting the leaves, freshly ground to a No. 60 powder, with purified petroleum benzin, either by maceration, or by maceration and percolation, as may be most convenient. The residue is then dried to remove all odor of benzin, the best results being obtained by exposure to the sunlight as well as air. The tincture is then made by the official process from 150 grammes (original weight of the powder), with this difference, that only 980 Cc. of percolate instead of 1000 Cc. are obtained. Ammonia water is then carefully added to neutralization, for which from 10 to 15 Cc. are required, and the final measure is made up with diluted alcohol to 1000 Cc. The product is a deep reddish-brown, almost black liquid, of a not unpleasant odor and pure bitter taste, free from the acidity of the official tincture. It does not become turbid on dilution with water, and keeps perfectly for years.

Hoff's "Cure" for Consumption.

A. T. C.—Several formulas for Hoff's alleged "cure" for consumption have been printed from time to time. We reprint one from the BULLETIN for January, 1902:

Acidi arseniosi	0.1
Kali carbonatis depur.....	0.2
Acidi cinnamylici (C ₉ H ₈ O ₂).....	0.3
Aquæ destillatæ.....	5.0

The first three ingredients must be of the highest purity, and must be boiled over a water-bath in 200 cubic centimeters of water for at least half an hour, replacing from time to time the evaporated water, until a perfect solution results; then add:

Spiritus vini gallici.....	2.5
Extract laudani aquos.....	0.3
Aquæ destillatæ	2.5

Sig.: Six (6) drops after dinner, to commence with, increasing the dose from week to week by two drops, until a maximum of twenty-two (22) drops is reached.

"Oil of Dacrydium Cupressinum."

R. B. C.—*Dacrydium Cupressinum* Sol. is one of the pine family, and is a native of New Zealand, where it is known as rimu or "red pine." It is the most important timber tree of the colony. We can find no reference to any oil obtained from this tree, but it is full of resin, and doubtless an oil could be produced if desired. Perhaps, indeed, one has been produced and is an article of recent introduction on the market. The books and commercial catalogues at our command, however, are silent on the subject.

You ask if "formulas filed with the Department of Agriculture are open to the public?" Most assuredly not. Furthermore, it is not necessary to file any formulas with this department under the food and drugs act. Doubtless many people have submitted their formulas and have asked for rulings as to the legality of their preparations, but this has been done voluntarily, and of course in such cases the department would not divulge the information, unless, perhaps, a fake product were being exposed at some time later on.

Bleaching the Hair.

J. Bros. Drug Co.—Hydrogen peroxide is the only effectual agent that we know of for bleaching the hair—provided the hair is attached to the human head. Otherwise gaseous chlorine may be used. In the latter case the hair should be thoroughly cleaned with a warm solution of soda, and then washed with water. While moist it is put into a jar and chlorine gas is introduced until the hair assumes a greenish color. Allow it to stand for twenty-four hours, and if necessary repeat the operation. We are of the opinion that all of the "bleached blondes" of the dazzling and familiar type use peroxide, since they cannot very well take their hair off and put it back again.

Two Botanical Drugs.

E. L. G. asks what the common names are of the two following drugs: *Galeopsis grandifloræ* and *Polygala amara*. The former drug is a native of Europe and Asia and has been naturalized in the United States. It is known by the various names of hemp nettle, hemp deadnettle, dog nettle, blind nettle, flowering nettle, nettle hemp, wild or bastard hemp, glidewort, ironwort, holy-rope, etc. The latter drug is a native of Europe and has been called bitter milkwort, European bitter polygala, krenzblume, and krenzwurz.

Short Answers.

B. L. N. and H. J. H.—We are unable to find formulas for "Dorsey's Solution" and "Elixir of Avena Sativa." *Avena sativa* is of course ordinary oats. It probably has very little or no therapeutic virtue, although some people suppose it to have hypnotic effects like *cannabis indica*.

H. W. L.—We are unable to give you any details regarding "Draper's method" for coating mirrors, other than have been printed several times in the BULLETIN. An interesting letter on mirror-silvering was contributed to page 341 of the BULLETIN for August, 1906.

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EDITORIAL.

A NEW AND IMPORTANT DISCOVERY.

The newest development in medical science is the use of what are called "bacterial vaccines"—but bacterial vaccines are very different in nature from smallpox vaccine, and it is necessary to guard ourselves against this confusion of terms. Whether these new vaccines will ever lend themselves to commercial handling and sale by the retailer remains to be seen, but at any rate the pharmacist, as a scientific man concerned in the advancement of medical progress, will be interested in a short explanation of this new discovery.

It has been known for some time that the leucocytes, or white blood-corpuscles, have a capacity for digesting and consuming certain disease germs or bacteria: hence probably arises in large measure the ability of the body to throw off diseases to which

it has been exposed. But a strange fact is that the leucocytes cannot digest bacteria except under certain conditions. Separate the leucocytes from the blood, mix them with some streptococci grown in an artificial medium outside the blood, and no digestion will take place. But inject the same streptococci into the veins of the living man or animal, and the leucocytes will quickly destroy them!

The blood, then, or something contained in it, is necessary to prepare the germs for consumption. What is it that exercises this function? Well, it has been assumed that blood contains certain agents called "opsonins," and that these act in some way, as yet unknown, in making the germs attractive to the leucocytes. We shall understand these substances better when we realize that the word "opson" means a sauce or relish, and that an "opsonin" is a species of ketchup which so flavors bacteria as to render them appetizing to the leucocytes.

Now Sir A. E. Wright, a London physician and investigator, has made a remarkable application of this theory. He has devised a method of increasing the quantity of the opsonins in the blood, thus enhancing the resistance of the body to disease.

It is a well-known physiological principle that supply grows with demand. Exercise a muscle and it increases in size and power. Give a meat diet and the secretion of pepsin and trypsin increases from their respective glands. Augment beyond the normal the fats in a dietary, and the steapsin follows suit; hence if we make a call on the body for an opsonin by injecting therein the bacilli which absorb it, we stimulate its production and an increased supply follows.

Wright makes sterilized cultures of germs—in other words, dead germs—and these he calls bacterial vaccines. Injecting one of these vaccines into the blood, a portion of the supply of opsonin is utilized, and, for the time being, resistance to the disease is thereby lowered. But in response to this increased demand a new and larger supply of the opsonin is developed, and the vaccine injections are continued until the opsonic power has by this means

reached its ultimate limit. Then the capacity of the body to resist or to throw off the disease has been developed to the maximum.

It should be explained that not all disease germs are thus consumed by the leucocytes, and that the use of the "bacterial vaccines" is thereby limited. Furthermore, each particular germ has its own particular opsonin, so that the bacterial vaccine must needs be different in every case: it is composed, indeed, of the dead and sterilized germs of the very disease which it is desired to wage warfare upon. In practice the vaccine is made especially for each patient, and from the bacteria taken from the patient's organism: the reason for this being that bacteria differ in virility, and the organism must not be subjected to a stronger or a different attack than it is already withstanding.

Whether it will be possible later on to overcome this obstacle, and to prepare vaccines capable of general use by the physician, and of general sale by the pharmacist, has yet to be discovered. The subject is still new—scarcely more than a year or two old indeed.

Remarkable results have been attained by Wright in the treatment of erysipelas, abscesses, acne, and certain localized forms of tuberculosis. It is hoped that more and more diseases will be found subject to the opsonic treatment, and that a wide field will thus be opened up for the application of this beneficent discovery. Meanwhile American physicians and investigators are flocking to Wright's laboratories in London quite as eagerly as the Moham-medans were formerly wont to travel toward Mecca.

BUSINESS ECONOMIES.

This is the day of business economy. Trade is conducted on a scientific basis: waste is eliminated, by-products are utilized, expenses are reduced. But quite often the druggist has not adapted himself to the conditions, and to the extent that he has failed to do so he has yielded an advantage to competitors in his own and allied lines.

Many a drug store presents lamentable examples of economic waste—a waste which it is one of the chief studies of modern business men to eliminate, and the presence or absence of which often determines the success of a commercial venture. Cash discounts, for instance—how many druggists avail themselves of this opportunity to reduce the cost of their goods? Old bottles and containers—how many druggists systematically have their clerks

clean them in idle hours and use them in the place of containers which cost money?

There are numerous kinds of waste, and numerous directions in which economies may be practiced, but it is our particular purpose in this editorial to say a word or two about credits and collections. How many druggists are as careful as they should be about this cardinally important factor in business success? It is not too much to say that the tact and thoroughness with which a merchant handles this problem is largely the measure of his ability.

In the first place, it should be realized that even the accounts of "good" customers are carried at a loss: the money is tied up, and is prevented from earning interest on the one hand, and on the other from being represented in stock that might be yielding a profit. So that, though the merchant's book accounts are all likely to be paid in full, it should be his object to reduce them in number and size so far as possible, and to see that they are "turned over" constantly by means of monthly payments.

But it is admittedly not an easy thing to keep the credits down and to make prompt collections. Many rules have been devised, but the element of human personality is after all the key-note to the situation. One should, of course, send out monthly statements—yes, and he should mail them promptly on the last day of the month; but his success will even more depend upon his attitude toward customers. That merchant will have the best fortune who lets his creditors understand, and who never lets them forget, that it is his policy to have all bills paid regularly every month. If he eases up, doesn't push the point, doesn't care whether they pay or not, doesn't send another statement along about the 15th of the month, doesn't make any effort to continue his educational campaign, he need not be surprised if they take advantage of his position. They will quickly take their cue from him in either case.

In this world people treat us for the most part as we demand—treat us as we indicate we must be treated by our general attitude and demeanor. Customers quickly discover whether they had better keep their bills paid at a certain drug store. They find out very early whether "loafing" is going to be tolerated or encouraged. They soon realize whether the druggist will stand this or that encroachment upon his rights.

Yes, the customers of a drug store take their cue from the druggist: hence the importance of adopting a definite policy and living up to it everywhere and always.

THE DIRECT BEARING OF THE FOOD AND DRUGS ACT.

Some of our readers have complained that most of the articles and commentaries on the federal food and drugs act have applied to the conditions in the States and have brought little enlightenment to the druggists in the District of Columbia or the Territories. Perhaps this point is well taken. In the Territories the law bears directly upon every medicament sold, under whatsoever conditions. In the States it bears only upon articles which have been or are the subject of interstate commerce, and which are sold in "original, unbroken packages."

Comparatively few druggists are located in the Territories, and it has consequently happened that attention has chiefly been centered upon the conditions in the States. But the *direct* bearing of the law, and not merely its *indirect* bearing on interstate operations, is from now on to be of increasing importance. Why? Because seventeen States have already made the federal act a State law; others are threatening to do likewise; and all this means that druggists will soon find themselves under laws that affect them in every particular instead of a national act which affects them only under certain conditions.

It may therefore be well to repeat, in our own language, the seven prohibitions of the act—the seven things which make a drug "adulterated" or "misbranded" within the meaning of the law:

1. A drug is considered adulterated if, mentioned or described in the U. S. P. or the N. F., it differs from the requirements and the standards laid down therein. An important qualification to this is the following: "Provided, that no drug defined in the United States Pharmacopœia or National Formulary shall be deemed to be adulterated under the provision if the standard of strength, quality, or purity be plainly stated upon the bottle, box, or other container thereof although the standard may differ from that determined by the test laid down in the United States Pharmacopœia or National Formulary."

2. A drug is adulterated if its strength or purity falls below the professed standard or quality under which it is sold.

3. It is misbranded "if it be an imitation of or offered for sale under the name of another article."

4. It is misbranded if it "bear any statement, design, or device," or if it contain ingredients or substances, which shall be false or misleading in any particular.

5. It is misbranded if it "is falsely branded as to the State, Territory, or country in which it is manufactured or produced."

6. It is misbranded if the "contents of the package as originally put up shall have been removed, in whole or in

part, and other contents shall have been placed in such package."

7. Finally, and perhaps most important, a drug is misbranded "if the package fail to bear a statement on the label of the quantity or proportion of any alcohol, morphine, opium, cocaine, heroin, alpha or beta eucaine, chloroform, cannabis indica, chloral hydrate, or acetanilide, or any derivative or preparation of any such substances contained therein."

We have already explained these seven prohibitions at considerable length and have discussed them in the light of the rules, regulations, and decisions which have emanated from the government authorities at Washington.* Space is lacking for purposes of repetition at this time.

Two things which especially need pointing out are, first, that the list of narcotics mentioned in the labeling clause has been greatly extended in the official "Rules and Regulations" governing the enforcement of the act; and, second, that State laws modeled upon the federal act will doubtless exempt prescriptions and U. S. P. and N. F. preparations from the operations of this labeling clause. The Vermont statute, we are sorry to see, has failed to make this exemption, but most, if not all, of the other State enactments have avoided the error.

"DOLLAR IDEAS."

Elsewhere in this issue we present the first installment of our new department of "Dollar Ideas." It's a modest beginning, true, but most beginnings have to be modest.

Several practical and useful "ideas" are presented from wide-awake druggists, and it will be seen that the department promises to become one of the most helpful and interesting in the journal.

Its success, of course, depends absolutely upon the readers of the BULLETIN themselves. Contributions to it must come entirely from them.

In order to stimulate interest we offer one dollar in cash for every accepted "idea." This isn't much, but it isn't much that we want. A practical suggestion sent in on a postal-card is better than a long letter.

Look up the department anyway, and see if you don't find it promiscuous of good things! And if it reminds you of an "idea," sit down and send it to us on the spur of the moment.

A dollar is yours by return mail.

*See page 493 of the BULLETIN for last December, and page 12 of the BULLETIN for January.

THE OBSERVER'S COLUMN.

The Observer, happening to find himself in a certain Western city not long since, walked into the store of a prominent association worker whose name would at once be recognized throughout his State if it were to be mentioned. But what a surprise greeted the Observer!

The store was small, the stock was scanty, and there was an eloquent absence of life and progressiveness.

The proprietor walked out from the rear room; the Observer introduced himself; each man expressed his delight in meeting so conspicuous a personage (!) as the other represented; and the two fell into a conversation that lasted perhaps half an hour. And how doleful that conversation was!

"Yes," the Prominent Association Worker was soon saying, "there isn't much for the druggist any more. The department store has chopped off a little. The big cut-rate druggist has chopped off a little more. The profits have been lowered and lowered until in many instances they have been converted into losses. The number of druggists has increased until there are red and green lights on every corner. The competition of ——"

But there was a call on the telephone, and the catalogue of evils was abruptly discontinued.

"Let me tell you an instance that occurred only this morning," the Proprietor resumed after he had returned to the Observer. "A well-to-do woman living in this very block came in here to use my telephone. She rarely ever buys anything and is always troubling me for accommodations. This morning she had the nerve to call up Marshall, Macey & Co., the large department store people, and order some toilet paper. This was the last straw.

"I sailed into her. I said: 'Madam, I am always glad to serve you, but why don't you let me sell you goods. You come to me for postage-stamps. You consult my directory. You use my telephone. But when you have things to buy you go down street for them or else telephone for them from my store.'

"She replied: 'Well, you see, we are never sick in our family and there are very few drugs we need.'

"'But I keep many other things you *do* need. Pardon me, but I overheard you ordering some toilet paper just now of Marshall, Macey & Co. I keep toilet paper.'

"'Well, perhaps you do. I didn't think of that, but you see we have an account with Marshall, Macey & Co.'

"There is no use in repeating the conversation further," declared the Proprietor to the Observer. "They won't buy of the druggist and he might as well save his breath." And then the Proprietor sadly dropped into a seat and looked melancholy.

Now the Observer's chance had come, but he hadn't the heart to use it. He never *could* "call a man down" until he was first made furiously angry, and then the clamp is taken off his throat and he becomes really eloquent. At other times he simply cannot indulge in the lecture that would often, perhaps, result in much good. His tongue is tied.

But how he longed to tell the Prominent Association Worker that he presented a pitiable spectacle of weakness. How he ached to assure him that it was all largely his own fault; that he ought to inject some blood in his veins; that the particular woman whom he had mentioned was probably honest in her ignorance of the fact that he carried miscellaneous supplies; that he had too small an assortment anyway; that he ought to stock up and carry things people needed; that he ought to tell them, and never for a minute let them forget, that he can supply their various wants; that he should use his windows, his show-cases, his conversational powers, and his advertising opportunities in letting the neighborhood know that he was alive; that he was in a first-class residence district and should have no trouble in building up a first-class trade; that business comes to those who go after it and not to those who wait for it; and that the world, like the God above, helps people who help themselves.

But the Observer said nothing, and he thinks it quite likely that the Prominent Association Worker is still musing and mourning over the lost opportunities in the retail drug business.

The BULLETIN pays \$5.00 in cash for every photograph and description of a good window display. The design must be novel and meritorious. The photograph must be clear and at least 6½ by 8½ inches in size.

Two druggists in Atlanta, Georgia, are fighting in the courts because one offered the prescription clerks of the other larger salaries than they were getting, thus luring them away.

THE MONTH.

SEVENTEEN NEW FOOD AND DRUG LAWS!

During the last month or two the various legislatures of the country have occupied the center of the stage. Bills affecting pharmacy in one way or another have literally appeared in scores. About twenty-five of these have run the gauntlet successfully and have become laws. The latter we shall attempt to describe briefly in the first few paragraphs of this review. Of chief importance is the enactment of modifications of the federal food and drugs act in West Virginia, Wyoming, Kansas, South Carolina, Oregon, California, Indiana, Washington, North Carolina, South Dakota, Missouri, Georgia, and Colorado. New Hampshire and Texas have passed bills which practically amount to the adoption of the misbranding features of the drug section of the federal law, while North Dakota has amended its pharmacy act by including in the misbranding section those drugs specifically mentioned in the labeling clause of the national measure. When it is remembered that the Vermont legislature enacted the federal law earlier in the season, it will be seen that exactly seventeen States have now followed in the wake of the national congress. Still other bills are pending, and some of them may become law before this issue of the BULLETIN reaches its readers. It is quite evident that we have entered upon an era of pure food and drug legislation! In nearly all the State laws so far enacted, prescriptions and U. S. P. and N. F. preparations have been exempted from the requirements of the labeling clause.

* * *

THREE NEW ANTI-NARCOTIC STATUTES.

Next in importance is a group of three anti-narcotic laws. The so-called Chicago Conference measure, doubtless modified in some particulars, has been enacted in North Carolina, South Carolina, and West Virginia. In the latter State, however, it is not to be found in the form of a separate law, but is an important part of a general pharmacy act which will be mentioned later on in this review. The Chicago Conference Bill, as everybody knows, was adopted last year by the four national associations in the drug trade, and is a modification of the A. Ph. A. model drawn up by Professor Beal some years ago. It is altogether the most satisfactory anti-narcotic law so far devised, and it ought to be utilized throughout the country wherever narcotic legislation is either pending or contemplated. The

bill restricts the sale of morphine, cocaine, heroin, alpha- or beta-eucaine, and chloral hydrate, and it provides that a pharmacist convicted for the third time of violating the statute shall have his certificate of registration revoked. Proprietary articles are illegal and unsalable which contain, in each ounce, more than $\frac{1}{4}$ grain of heroin or morphine, $\frac{1}{8}$ grain of cocaine or eucaine, 2 grains of opium, or 10 grains of chloral hydrate.

* * *

THREE NEW PHARMACY ACTS.

New pharmacy laws have been enacted in Colorado, West Virginia, and the District of Columbia. The District of Columbia law amends or repeals the one passed a year ago by Congress, and practically differs from it only in placing the control of pharmacy in the hands of the Board of Pharmacy instead of in the former board comprising both pharmacists and physicians. The West Virginia law is considered by the pharmacists of the State to be an improvement over the preëxisting statute, but we fail to find anything in it of particular importance save that the expenses of the board are covered by a State appropriation instead of being borne by the pharmacists themselves. The new law in Colorado has some unique features: (1) Any sum of money above \$300, accumulating in the treasury of the State Board of Pharmacy, shall annually be paid into the treasury of the Colorado Pharmaceutical Association to be set apart "as a fund for educational and scientific purposes." (2) A grammar-school requirement is provided for full registered pharmacists. (3) Any registered pharmacist or graduate in pharmacy, from any State in the United States or any country in Europe, may be entitled to a license as assistant pharmacist without examination.

* * *

A DRASTIC LIQUOR LAW.

Indiana has enacted what is perhaps one of the most drastic laws in the country affecting pharmacy in any particular. It is a liquor statute. It provides that liquor may not be sold in a drug store except upon the written prescription of "a reputable physician engaged in the active practice of his profession." The prescription must be dated, must bear the name of the patient, and must not be refilled under any circumstances. Any druggist convicted of violating the law for the first time shall be denied the privilege of selling liquors for two years, and upon a second conviction he shall have his license

as a registered pharmacist revoked. The druggists of Indiana are rather indignant over the enactment of this measure, but the anti-saloon interests which pushed it through declared that the acts of a minority of the druggists of the State had made such a statute an imperative necessity—all of which illustrates again, what the BULLETIN has often asserted, that in liquor and narcotic legislation pharmacists should themselves take the initiative in order to head off inimical legislation on the one hand, and on the other to preserve the name and reputation of the calling.

* * *

THE CANADIAN PATENT MEDICINE BILL.

In the foregoing paragraphs we have touched upon such of the more important pharmaceutical bills of the year as have been enacted into law. We may now turn our attention to a few of the many measures still pending in the various legislatures. First let us glance across the border into Canada, where for two years a very determined effort has been made to enact a statute regulating the patent medicine industry. A bill has finally evolved with these features: any patent medicine containing alcohol or certain specified drugs must first be submitted to the government authorities before it can be manufactured; the percentage of the various ingredients must be given; two samples must be submitted; and a license to manufacture the product will then be granted if the authorities so elect. Every package of a registered product must bear the license number and it must contain also an inland revenue stamp. Against the stamp feature of the act the retail pharmacists of the Dominion, many of whom make their own line of specialties, have strongly protested, and it is now announced that the bill will be held over for another year. The list of drugs which must be mentioned in the applications for registration is a considerable one and practically includes every medicament of importance.

* * *

A CARBOLIC ACID MEASURE.

The Legislative Committee of the Minnesota Pharmaceutical Association is deserving of considerable credit for its determination to secure the enactment of a statute restricting the sale of carbolic acid. The bill provides that the acid may not be sold in solutions greater than 5 per cent in strength except upon prescriptions, or except the product be admixed with equal parts of glycerin and alcohol—the latter exception bearing upon the specific antidotal

power of these two drugs in carbolic acid poisoning. When the bill was first proposed at the last meeting of the State association, it met with considerable opposition, but Charles F. Heller, a member of the State Board of Pharmacy and a member also of the Legislative Committee of the association, caused a marked change in sentiment when he presented statistics showing how many accidental deaths resulted from carbolic acid and how often the substance is used for suicidal purposes. Ordinances like the proposed Minnesota law are in effect in New York City, Chicago, St. Paul, and one or two other cities whose names have for the moment escaped us. The movement is in the interests of the public health and welfare. It deserves support.

* * *

PENDING ANTI- NARCOTIC BILLS.

In a previous paragraph we have spoken of the recent enactment of three anti-narcotic laws in the States of North Carolina, South Carolina, and West Virginia. In addition, anti-narcotic bills have appeared in Utah and two or three other States. The Illinois pharmacists have caused the introduction of the Chicago Conference bill, modified in some particulars. In New York State the Chicago Conference Bill, made somewhat more rigid, has been introduced by interests alien to the drug trade. This measure, which bears the name of Senator Wainwright, adds acetanilide to the list of narcotics and makes violation of the statute a felony punishable by imprisonment. Revocation of the registration certificate is also provided for upon the second conviction. The druggists of the State are fighting this measure vigorously and are striving to have substituted for it the so-called Whitney bill which restricts the sale of cocaine and eucaine only, leaving opium, morphine, and other narcotics on the unrestricted list. In our judgment the New Yorkers would be more wise, and perhaps more likely to succeed, if they worked for the proper amendment of the Wainwright bill, instead of supporting a half-hearted measure which will not yield the necessary degree of correction, and which will perhaps lay them open to the suspicion of not wanting effective legislation.

* * *

SEVERAL MEASURES.

A few of the more important of the remaining measures, pending in the various legislatures, may be mentioned briefly within the space of a single paragraph. General pharmacy bills have been introduced in North Dakota, Wyoming, Missouri, Texas, Illi-

nois, and perhaps one or two other States. There are several bills taxing itinerant venders of patent medicines. The pharmacists of Maine are endeavoring to secure a law permitting the sale of liquor for strictly medicinal purposes. Two adverse measures have appeared in the New York legislature which would give general merchants in the smaller towns, and the department stores in the cities, the privilege of selling a considerable list of drugs. A Wisconsin bill would prohibit the refilling of prescriptions if they called for any one of several narcotics. The Minnesota druggists are striving to secure the passage of a measure abolishing the practice of reregistration and providing that the State shall annually appropriate \$5000 for the expenses of the State Board of Pharmacy. The "Ladies' Home Journal bill" affecting patent medicines, and described on page 491 of the BULLETIN for last December, has been introduced in perhaps twenty legislatures, but so far it has failed to become law in any State.

* * *

ADVERSE TO THE CONTRACT PLAN.

And now to pass on to other subjects than legislation, we may remark that the decision rendered last month in the Appellate Court of the Cincinnati federal circuit has caused some little concern in N. A. R. D. circles. The Peruna Co. had been striving to secure an injunction against Park, the wholesale cutter in Cincinnati, preventing him from getting supplies by indirection, corrupting contract agents in doing so, and selling the packages in a mutilated condition and at a cut price. The lower court granted the injunction, but Judge Lurton, sitting in the Appellate Court of the Cincinnati federal circuit, has reversed the decision and has gone even farther and declared the contract plan in restraint of trade and therefore in violation of both the common law and the Sherman act. Over and over again the legality of the contract plan has been upheld in the courts, and a number of injunctions have been granted such as the Peruna Co. besought in this instance. But there is no accounting for the decisions of judges. Meanwhile, however, the ninety or more defendants in the government "drug trust" case have all filed their answers in the Federal Court at Indianapolis and the case will slowly proceed. Some time since the government offered to abandon its prosecution of the case if the defendants would submit to a decree, but the decree was far more drastic than the bill of complaint in the suit, and there was of course nothing to do but to refuse the proposition.

THE A. PH. A. BRANCHES.

The various branches of the A. Ph. A. throughout the country have been having some very interesting programmes of late. The Cleveland branch had a dinner on the evening of March 22 and afterwards discussed (1) N. F. preparations; (2) laboratory difficulties; (3) U. S. P. tests; and (4) U. S. P. preparations. At 9 o'clock there was a dance, and the evening was a success in every particular. The Philadelphia branch, which was the first to be organized, has recently reflected all of its officers, with Professor Remington as president and Mr. Wilbert as secretary. This branch has recently made arrangements to have an exhibition of N. F. preparations at the annual meeting of the A. M. A. in Atlantic City during June. At the last meeting of the branch several papers were read by physicians and pharmacists on the general subject of the renewal of prescriptions. The topic is one of importance, but about the only decision that could be reached after two or three hours of discussion was this, that while prescriptions containing narcotics should never be repeated by the pharmacist, it was impossible in other instances to lay down hard and fast rules. The Chicago branch has recently passed a resolution recommending that Illinois enact a law providing for the graduation prerequisite. A new branch of the A. Ph. A. is in process of formation in New York City, with W. C. Alpers as president and Caswell A. Mayo as secretary.

* * *

PROSPERITY AND PRICES.

A reader of the BULLETIN has contributed to our department of "Letters" this month a communication showing that the present era of prosperity has caused an advance of prices in nearly all lines of trade, and urging that the pharmacist, compelled to pay more for his goods, should recoup himself by getting more from the customer. An instance in point has recently developed in Pittsburg. In that city the ice-cream manufacturers have recently advanced the price of their product 20 cents a gallon, and the druggists are up in arms. The manufacturers protest, however, that they are helpless—that the increased cost of raw material, labor, and other things have made it absolutely necessary for them to advance the price. Pharmacists may expect similar advances in other cities, not only with ice cream but with pretty much everything else. It is more difficult, however, for the druggist to get back an increase in cost on ice cream than on almost any other product—unless he sells it by the quart. So

far as soda water is concerned, he cannot advance his price to six or seven cents, although it is worth while considering whether in some instances the druggists may not get together and charge ten cents for ice-cream soda.

* * *

RESPONSIBILITY OF THE EMPLOYER.

One of the things that frequently trouble the pharmacist is a consideration of the exact degree of his responsibility for the acts of his clerks. It quite often happens that a proprietor is sued for damages resulting from a dispensing error made by one of his assistants, and if we are not mistaken, most criminal laws hold the principal responsible for the acts of his agent. Recently W. C. Wheelock, of Kalamazoo, Michigan, has had this subject brought home to him in a very embarrassing manner. One of his clerks violated his express orders and sold liquor to a minor. The extenuating circumstances were clearly shown in the trial, but the judge declared that he had no alternative. The Michigan statute was definite on this point, he said, and he was compelled against his own sense of justice to fix a penalty of \$100, together with court costs amounting to \$21.20. Mr. Wheelock is making an effort to get the law amended so that clerks themselves shall be held responsible for at least such sales as they may make contrary to the orders of their employers.

* * *

A BIG RETAIL MERGER.

These are days of big things in the retail drug business. Evidently we are entering upon an era of consolidation and expansion. The William B. Riker & Son Co., owners of seven large stores in Greater New York, last month purchased the business of the Jaynes Drug Co., operating five big stores in Boston. The corporation name remains the same and the capitalization has been increased to \$4,000,000. The directors of the Riker Co. have previously comprised Messrs. A. H. Cosden, E. D. Cahoon, Dr. J. H. Marshall, W. C. Bolton, and J. J. Haigney. To the Board have now been added J. B. Cobb and L. K. Liggett: the former is president of the American Cigar Co. and the latter is well known as the president of both the United Drug Co. and the National Cigar Stands Co. General Manager Alfred H. Cosden is the moving spirit in the new enterprise. Some months ago a contributor to the BULLETIN said of Mr. Cosden: "This quiet young man of 33 is going to be heard from in the years to come.

He has grasp. He has power. He has ambition. He does things." Evidently this estimate of the man was justified.

* * *

A CORRECT FORM OF LABEL.

Interpretations of the various provisions of the food and drugs act have now been pretty definitely settled, and nothing new has arisen within the last month or two. In one of the recent rulings, however, the design has been given of a sample label for a drug product, showing how the various statements required by the law should be made and arranged. The label was as follows:

<p style="text-align: center;">COUGH SYRUP.</p> <p>ALCOHOL, 10 PER CENT. MORPHINE, $\frac{1}{2}$ GRAIN PER OUNCE. CHLOROFORM, 40 MINIMS PER OUNCE.</p> <hr/> <p style="text-align: center;">[Descriptive matter, if desired, but preferably at bottom of label.]</p> <hr/> <p style="text-align: center;">JOHN JONES & CO., WASHINGTON, D. C.</p> <hr/> <p style="text-align: center;">[Descriptive matter, if desired.]</p>
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* * *

TO TRAIN FOOD AND DRUG CHEMISTS.

The machinery for the enforcement of the federal food and drugs act involves the services of a large number of analysts and chemists, scattered in the various laboratories which it is proposed to establish throughout the country. At least two colleges of pharmacy have made preparations to train young men for these positions. The New York College announced the establishment of a suitable course of study some time ago, and the Philadelphia College has gone so far as to decide upon the construction of a \$25,000 building adjacent to its present structure. The course will be so arranged that a graduate in pharmacy can complete it in one year of extra work, while two years will be required of others. It is expected that the new building will be ready for occupancy at the opening of the fall term next September. Other colleges will doubtless follow in the wake of the New York and Philadelphia institutions and adopt similar courses.

The Philadelphia Drug Club is proving to be a real success. Thus far the membership numbers about 200, and it is hoped to reach the desired figure of 300 ere long. A suitable club house will then be possible, and an option has already been secured, indeed, on a building at 512 Arch Street. Dentists and physicians belong to the Club as well as pharmacists.

* * *

William Bodemann, the prominent Chicago druggist, has been caused a good deal of trouble lately by the operation of another "W. Bodemann," who, under the title of "The Western Drug Co.," has been buying goods all over the country. Mr. Bodemann's address is Lake Avenue and 50th Street. The Western Drug Co. is located at 262 West Van Buren Street.

* * *

The drug clerks of San Francisco, securing by legislation a 60-hour week last year, have now obtained from their employers an agreement upon the following wage scale: Registered drug clerks, \$100 a month; registered assistants, \$75 a month; relief clerks, 50 cents an hour.

* * *

The drug clerks of Detroit are making strenuous and systematic efforts to bring about earlier closing, while those of St. Louis have put on war paint and declared that they mean to force every druggist in the city to observe the law respecting the employment of registered clerks.

* * *

The next annual meeting of the N. A. R. D. will be held in Chicago during the week of September 16. Orchestra Hall, located on Michigan Avenue overlooking the lake, has been selected for the convention, and seats will be provided for 2500 people.

* * *

The drug jobbers of Greater New York have rendered a real service to the community by discontinuing the sale of catarrh snuffs and powders containing cocaine. It is said that two of the catarrh snuff manufacturers have retired from business.

* * *

Frank C. Ullrich, field representative of the N. A. R. D. since 1904, and recently operating in Wisconsin and Minnesota, has been chosen General Organizer of the N. A. R. D. to succeed Charles H. Avery.

Greater New York, always reveling in the entanglements of pharmaceutical politics, is just now interested in the contest between Clarence O. Bigelow and Jacob Diner for election to the Board of Pharmacy. Mr. Bigelow has been a member of the board for several years, and will succeed himself if reelected.

* * *

A committee of the N. A. R. D. has succeeded in inducing Congress to increase the appropriation for substation post-office superintendents from \$700,000 to \$750,000 for the ensuing year. It is hoped that this will advance the payment of small substation superintendents, among whom are many druggists, throughout the country.

* * *

The Metropolitan Association of Retail Druggists, doing considerable work recently in the popularization of U. S. P. and N. F. products among the physicians of New York, has recently decided to distribute copies of the National Formulary among the doctors. Funds will be collected for the purpose.

* * *

Certain rubber goods sold quite generally by druggists have been barred from the mails by the United States government under what is known as the Comstock law, *which imposes a heavy penalty for violations*. Two convictions occurred recently, and others are likely to take place soon.

* * *

Freeman H. Butler, a prominent Massachusetts pharmacist, formerly member of the State Board of Pharmacy, and at one time president of the State association, died last month at his home in Lowell.

* * *

A druggist at Trenton, N. J., compounded a mixture for a sick dog; the dog was a valued pet; he died; and now the owner of the dog sues for \$300 damages. Moral: don't treat a sick dog.

* * *

The Minnesota Board of Pharmacy has recently performed a commendable act in revoking the license of a pharmacist for addiction to drug habits.

* * *

Edward Wells, president of the Wells & Richardson Co., Burlington, Vermont, died recently in Miami, Florida, at the age of 72 years.

PERSONAL.

PROMINENT IN THE W. O. N. A. R. D. MOVEMENT.

The three women shown in the accompanying portraits have played a conspicuous part in the recent growth of the Women's Organization of the National Association of Retail Druggists. Within a few weeks branches of the W. O. N. A. R. D. have been formed in Philadelphia and Brooklyn. There are now seven in all, and they are located in Boston, Chicago, Atlanta, Washington, Cincinnati, Philadelphia, and Brooklyn.

The Philadelphia branch was organized in February with considerable enthusiasm. Mrs. Emma Gary Wallace, the president of the national organ-



MRS. EMMA GARY WALLACE, OF BOSTON,
President of the Women's Organization of the National Association of Retail
Druggists.

ization, was present and assisted in the formation of the chapter, and no fewer than 104 charter members were enrolled—the largest membership enjoyed by any of the seven chapters. Mrs. William Estill Lee, who had played a conspicuous part in the creation of the Philadelphia branch, was very properly chosen as the first president of the body. After the chapter had been properly organized by the ladies, a joint meeting was held with the P. A. R. D., and Mrs. Wallace then made one of her spirited addresses before the two associations. Still later in the week there was a reception for Mrs. Wallace at the home of Mrs. Lee.

The Brooklyn chapter was organized a few days later in the Brooklyn College of Pharmacy, and

Mrs. William C. Anderson was elected president. Mrs. Anderson usually accompanies her husband to meetings of the A. Ph. A., the N. A. R. D., and the New York State Association, and she is well known



MRS. WM. ESTILL LEE,
President of the Philadelphia chapter of the W. O. N. A. R. D.

to the membership of all three societies. In Brooklyn, as in Philadelphia, Mrs. Wallace assisted in the work of organization, among other things delivering an address in which she recommended shorter hours for the pharmacist, and Sunday closing in sections where it is practicable. She urged the women to aid in bringing their husbands together more frequently on a social basis, and argued that indirectly women could achieve many reforms by this means.



MRS. W. C. ANDERSON,
President of the Brooklyn chapter of the W. O. N. A. R. D.

DR. LYMAN F. KEBLER.

During recent months Dr. Kebler has played a conspicuous part in the interpretation of the food and drugs act. As chief of the Drug Laboratory in Washington, and as one of the right-hand men



DR. LYMAN F. KEBLER,
Chief of the Drug Laboratory at Washington.

of Dr. H. W. Wiley, Dr. Kebler has practically had charge of the administration of the drug features of the law, and most of the decisions which have been rendered on drug points have emanated from him. The demand for information regarding the act, and for knowledge concerning the attitude of the government, has been so great as to impel Dr. Kebler to deliver addresses before different drug associations in such cities as Philadelphia, New York, and Baltimore.

Dr. Kebler was born in Lodi, Michigan, and is a graduate of the Ypsilanti High School and the Department of Pharmacy of the University of Michigan. In 1890 the University gave him the degree of Pharmaceutical Chemist, the year following conferred upon him the degree of B.S., and in 1892 granted the degree of M.S. Compelled to earn his way through the university, as he had through the high school, he left college for a year, and meanwhile filled the position of assistant in chemistry to Prof. A. A. Bennett, in the Iowa Agricultural College. He also served for a year or two as instructor in quantitative chemistry in his alma mater.

Finishing his work in the university in 1892, Dr. Kebler at once became pharmacist and chief chemist at the laboratory of the Smith, Kline & French Co.,

in Philadelphia. Here he stayed for over ten years until, as the result of a civil service examination, he was appointed chief of the newly-established Drug Laboratory in the Department of Agriculture at Washington. This was four years ago. Since his graduation in 1892 Dr. Kebler has made numerous contributions on scientific subjects to the Proceedings of the American Pharmaceutical Association and to the pharmaceutical press. Soon after identifying himself with government work in Washington he matriculated in the Medical Department of the George Washington University, and the degree of Doctor of Medicine was conferred upon him last June. He at once took the examination for medical practitioner in the District of Columbia, ran the gauntlet successfully, and is entitled to alleviate the physical ills of humanity whenever he chooses to undertake the task.

Dr. Kebler is a member of the American Medical Association, the American Pharmaceutical Association, the Society of Chemical Industry, the Franklin Institute, the National College of Pharmacy, the Council of Pharmacy and Chemistry of the American Medical Association, and other bodies. In 1898 he was a member of the Jury of Awards of the National Export Exposition held in Philadelphia.

JOHN F. GILMAN, PH.G.

Mr. Gilman's beautiful pharmacy in Chelsea, Massachusetts, is made the subject of a full-page



JOHN F. GILMAN, PH.G.

illustration elsewhere in the present issue of the BULLETIN. It is certainly one of the handsomest stores in the United States, and it is fully expressive

of Mr. Gilman's taste, push, and business aggressiveness. Mr. Gilman entered the drug business in 1886 as an apprentice. In 1889 he was registered by the State, and in 1900 he was graduated from the Massachusetts College of Pharmacy in Boston. For nearly eight years he had a prosperous store at the corner of Washington Avenue and Bloomingdale Street in Chelsea, and last fall he grasped the opportunity to locate himself in the remodeled Masonic Building, at the junction of Broadway and Third Street.

A PHARMACEUTICAL POET.

The pharmacists of Pennsylvania, and particularly the members of the Pennsylvania Pharmaceutical Association, know Mr. J. H. Redsecker as a unique personality. Mr. Redsecker is a sort of pharmaceutical Mark Twain, and he is always depended upon at conventions to enliven the proceedings by an admixture of wit and sense. Sometimes Mr. Redsecker finds the limitation of prose too severe, with the result that he is strongly moved to break out into poetry.

At meetings of the Pennsylvania Association, and on one or two occasions at meetings also of the A. Ph. A., Mr. Redsecker has contributed specimens of verse. These have now been collected by the author into a neat little booklet of 20 pages, and we



JACOB H. REDSECKER.

are told in the introduction that the object is to put "the rhymes and jingles in this more permanent form for circulation among friends." Not all of the verses are pharmaceutical in character. The

collection opens, for instance, with a poem entitled "Lebanon—Past and Present." This was read at a banquet held in Lebanon during 1887, and comprised an interesting survey of the history of Mr. Redsecker's home town.

FREDERICK W. MEISSNER.

Mr. Meissner was recently chosen to fill the place on the Board of Trustees of the Pharmacopœia left vacant by the death of Albert E. Ebert. The choice



F. W. MEISSNER.

was an excellent one. A graduate of the Philadelphia College of Pharmacy, and a man always interested in every movement for the development of his profession, Mr. Meissner is well qualified to perform his task as one of the men charged with the publication of the Pharmacopœia.

Mr. Meissner is a successful pharmacist in La Porte, Ind. For years he has been known as a regular attendant upon the meetings of the Indiana Pharmaceutical Association, the American Pharmaceutical Association, and the National Association of Retail Druggists. Several responsible positions have been held in all three organizations, conspicuous among which might be mentioned membership for two or three years on the Executive Committee of the N. A. R. D. Incidentally it may be said that Mr. Meissner is a public-spirited man interested in civic improvement. It is not without significance that he has served La Porte for a number of years as a member of the School Board, as well as a member of the Governing Board of the Public Library.

SEVEN DRUGGISTS TALK PERFUMES.

They Discuss Advertising Methods, Profits, the Class of Goods to Handle, and Other Important Phases of the Subject—Valuable Suggestions are Dropped Here and There which Ought Not to be Lost—It is Clear that the Perfume Trade is a Profitable One and that it Deserves Pushing.

The perfume trade has in considerable measure drifted away from the pharmacist. The dry-goods emporium and the department store have enticed much of it that formerly went to the druggist without the asking. "How shall it be won back?" "How shall we make the most of the perfume business?" "What methods of sampling or advertising have proved most successful?" "What class of goods is it wisest to handle?" "How large a profit should be yielded?" These and other questions are important to the druggist who desires to have and to hold, and we have accordingly put them to seven men whom we have reason to know have succeeded above the average in the development of a profitable perfume business. Their replies will be found full of interest and suggestion. We hope, however, that the subject will not be dropped here. We should be glad to hear from other readers who have anything good to offer on the topic of perfumes.—THE EDITORS.

E. W. MORRIS,

Of D. W. Morris & Son, Emporia, Kansas.

While there are some people who maintain that it is poor taste to use perfumes, still the sales seem to indicate that nearly all the young people and the



E. W. MORRIS.

women, as well as a vast number of the men also, do use them. With such a demand for an article it seems evident that it would be profitable to get as much of the trade as possible, especially considering the good profits to be realized. We have found the perfume trade profitable without even giving it any particular attention, and we believe

that a little extra effort would repay us well, especially if some catchy and attractive advertising were used.

ADVERTISING METHODS.

We are sorry we haven't something of this kind to recommend, but our only experience in advertising in this line has been with display advertisements in our regular space in the daily paper here.

SOMETHING ENTIRELY NEW IN

PERFUMES

We have been appointed
selling agents for the most
sensational line of per-
fumes now the rage in the
cities.

**The Blocki
Floral Creations**

A line of perfumes pro-
duced from the real flowers
with real flowers in each
bottle. These wonderful
odors are the best of Amer-
ican productions, and if
you are a lover of fine per-
fumes do not fail to call and
see the line.

D. W. Morris & Son
Druggists

"Here Quality is Paramount!"

We habitually use a 4-inch, single-column space, preferred location. A few specimens of our perfume ads. we enclose. We have run these ads. only

three or four times a year, a week at a time, and, of course, cannot claim any great results from them, although we are satisfied that the advertising has paid us.

We consider our daily newspaper the best and cheapest medium for reaching the public, although this might not be the case elsewhere: our town has

Morris Says—

Special Sale of Thelma Perfume Tomorrow :

We want everyone in Emporia to use Thelma Perfume. In order to make it an object for you to try it, we are going to sell Thelma at half price tomorrow.
(One, Day Only)

25c Ounce

(Regular Price 50c Oz.)

If you want to secure one ounce of the finest perfume you ever scented, come tomorrow and get an ounce of Thelma—(only one ounce to each person at this price.)

D.W. Morris & Son
Druggists

about 10,000 inhabitants, and the circulation of the paper is very large under the circumstances. Otherwise we think circulars, samples, perfumed blotters, accompanied with mimeographed letters, might prove the best methods of stimulating the perfume trade.

HANDLE EXCLUSIVE ODORS.

There is one thing, however, that we thoroughly believe in for the business man who advertises, viz., the exclusive agency proposition. Advertising costs money, and the article advertised should yield a good profit if it is to pay. This can only be done where the advertiser has exclusive control of the article advertised. Besides, he wants to draw the trade to his store, and how can he expect to do so by advertising an article that his competitors have in stock? Our perfume advertising is on exclusive odors or exclusive lines, as you will note from the sample ads. We have the exclusive sale of one odor and the exclusive sale of one line of perfumes, and we always push these in our advertising. In

this manner we handled something over fifteen pounds of one odor last year. We also did nicely with the Blocki line of perfumes (although this line retails at \$1 per ounce). It is an attractive line, has the real flowers in the bottles, and sells readily. Our largest sales, however, are with the 50-cent odors, although it is surprising how many higher priced odors sell by showing them properly.

We have no special method of displaying perfumes, except a small, narrow, upright show-case, holding eight half-pound bottles, that sets on top of the floor case. In this case the Blocki line is shown and always attracts attention. The rest of the bulk packages are kept on the shelves back of this case.

No, we have never attempted making any perfumes. We believe it better to push those made by experienced manufacturers if you can secure exclusive odors or else put them out under different names, providing, of course, you use pleasing and durable perfumes.

With regard to profits, we always aim to double our money on all bulk perfumes.

J. H. AXT,

Fort Madison, Iowa.

Let me express the opinion that every druggist should give some attention to the perfume trade.



J. H. Axt.

If he will do so it is bound to pay. I believe in handling a good make and then some of the special odors. I also believe in having two or three special

odors of your own, naming and pushing them hard in the newspaper advertising. Perfumed blotters and small samples are good advertising, too. A good way to sample perfumes is to have an atomizer where you wrap packages, spray the ladies when you get a good chance, and tell them what the odor is and the price.

We handle two high-grade lines, and another that we make from Harrison's aquarines at a cost of \$2.08 a pint. The latter we sell at 50 cents an

ounce. We have had no complaints, and we can afford to spend money in advertising such a line.

I believe in having a special perfume sale about two or three times a year, at which time one

<p><i>Axt says</i></p> <p>If you like Violets come here and get HUD-NUTS.</p> <p>It's the best.</p> <p><i>Axt Drugs</i></p> <p><small>Second and Market.</small></p>	<p><i>Axt says</i></p> <p>No <u>perfumes</u> better than <u>Hudnuts</u>. We have them in <u>Bottles</u> and <u>Bulk</u>.</p> <p><i>Axt Drugs</i></p>
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Two of the Axt newspaper ads.

ounce. We have had no complaints, and we can afford to spend money in advertising such a line.

I also believe in having a special perfume sale about two or three times a year, at which time one

Clearance Sale of Perfumes...

To reduce our large stock of Perfumes we have placed a lot of 50c. ODORS ON SALE

for Saturday and Monday, February 10th and 12th only,

AT 25 AND 30c. AN OUNCE.
Bring your bottles and get them filled

Axt Drugs

A pretty fair ad., but poorly displayed. It occupied a double column of newspaper space.

can clean up odds and ends at a low price. We have no special case to display perfumes in. Our aim is to keep them out of the sunlight and away from excessive heat. We have a case in the front part

H. M. CURRY,

Ellsworth, Kansas.

We consider the perfume trade a profitable one providing it is properly conducted. Like anything else, it will not run itself, but we have made our perfume department pay by giving it our attention



H. M. CURRY.

and by judicious advertising. Sampling is a favorite method with us. We aim to place the samples where they will be appreciated, and we find that if given to ladies and young men with a word or two of comment, the results are good. The giving of samples to children is injudicious, except that it pleases the children and makes future business perhaps in a general way.

We push perfumes at Easter and Christmas time by good window displays and perhaps by a dainty booklet also. We handle medium and high-grade goods in holiday packages.

Last year we cleaned up an entire shipment of high-class holiday packages, ranging from \$1 to \$10 "per," in nine or ten days previous to Christmas.

We always sell perfumes with the privilege of returning them if not found satisfactory.

We do not attempt to manufacture any perfumes, nor do we have any special case for them. We use a case well located, that the goods may be easily seen, and keep them from direct sunlight as nearly as possible, and also remote from radiators.

A NOVEL SCHEME.

One of the best schemes we ever tried was this: We bought 10 pounds of a special odor of good quality, purchased a neat half-ounce vial, and for a label used a small photograph of a little three-year-old girl whom everybody knew (locally, of course). This we called, say, "Jones's Little Nell." We advertised it at 25 cents the bottle, and you may be sure that we were soon being advertised by our "loving friends," for every one admired the child and many bought the perfume to secure the photograph; and while to-day "Little Nell" is a young lady with a "steady" she is often spoken of as "Jones's Little Nell." This scheme worked beautifully for three or four years.

We aim to get from 50 to 100 per cent profit on bulk goods and about 60 per cent on special packages.

ANDREW R. CUNNINGHAM,

Detroit, Mich.

In reply to your query I will say that the perfume trade is a very profitable one, not only for the direct profits accruing from perfume sales, but for the indirect ones as well, for it is a well-known fact that



ANDREW R. CUNNINGHAM.

a lady is quite apt to buy her other toilet necessities where she buys her perfumes.

We pass out very carefully the small bottles and blotters furnished by the manufacturers. We often perfume the store, particularly on a busy night.

This has brought returns both at the time and later on.

We sell more perfume at 75 cents and \$1 an ounce than we do at 35 and 40 cents. I don't know whether this is to be attributed to good times or whether our patrons are getting more particular. The percentage of profit we aim at is 50 per cent on sales or 100 per cent on cost. "Cost," of course, means list price with jobbers' discounts deducted.

I have never attempted to make any perfume. We have frequent window displays, filling the bottles with colored water. If this is carefully done the liquid appears just as well as perfume, and, of course, there is no deterioration. Sunlight is well known to be the destroyer of perfume odors.

CHARLES REHFUSS,

Philadelphia, Pa.

The perfume business for a number of years has been gradually slipping away from the retail druggist, and I am sure he is in a large measure to blame for this. Go into the retail drug store and what do you find? A few 25-cent and 50-cent packages (in many cases of an inferior quality) and a few bulk goods, probably only one manufacturer's line of the "old-timers." What has the customer who happens into a store of this kind to choose from? Very little, surely, and in his disappointment he finally begins to believe the drug store is not the perfume shop after all.

The result is he gradually transfers his business into other channels, and not only is the store that I have described the loser, but the man who is making an effort to secure a part of this business is also handicapped because he conducts a drug store and not a department store. I believe there is a way in which any drug store can recover at least a part of the business, and that is by carrying in stock, besides the regular lines of goods, the new products that are good, and also several lines, or at least the more popular "sellers," of imported goods, even though the latter do not furnish the profit that those of American manufacturers do. One, too, should prominently display the goods, and when the opportunity is afforded, which it is frequently, should talk perfume to his customers.

The public is always looking for something new in this line, and it sometimes seems as if the higher the quality and price the more eager they are to buy. I have never hesitated to stock a new product when marketed by some responsible house, irre-

spective of whether there has been any demand for the product or not, and we have yet the first bottle of bulk goods to buy that did not sell. Distinctive odors always appeal to some persons, and when interested they at once become a walking advertisement for you. My experience is that pretty packages and high-grade goods always sell, and if the drug trade generally would carry the stock and make some effort I believe we could recover a large share of the business that has gradually drifted into other channels. It has occurred to me that a perfume shop in a large city, well advertised, and selling perfumes only, would be a paying proposition.

E. P. FERTÉ,

Spokane, Washington.

Yes, I certainly do consider that it pays to push perfumes.

NOVEL SAMPLING SCHEME.

The best of all methods for advertising them is to have something containing the odor in one form or another. It will have more advertising value than a page of reading matter or argument on



E. P. FERTÉ.

paper. A favorite and original method of mine, details of which I published some years ago in a pharmaceutical journal, is to sample the goods in ordinary gelatin capsules. I have found the size known as No. 2 large enough. Being purely alcoholic, the perfume has no solvent action on the gelatin. In placing the cap on the body of the capsule, a sealing solution consisting of gelatin, acacia, and

water is used, this being kept on a water-bath while in use to maintain its fluidity. The capsule is attached to a suitable card by a minute quantity of glue—not mucilage. The card may be decorative or plainly printed, with an advertisement of the particular odor sampled, the druggist's name, address, etc. The returns from this method have been most gratifying.

Another method I have found successful is that of having a good-looking young woman provided with an atomizer containing the odor to be advertised, and letting her "demonstrate" the perfume either in the store or at dances, parties, etc. My capsule method has worked excellently at theaters, permission being easily gotten, as a rule, to distribute the samples. Give the ushers a small bottle of the goods and they will do the rest. It does not pay to push and advertise goods that the public can buy anywhere, especially at department stores. Control the odors you push!

As to profits, you need not make less than 75 per cent, and the average should not be far from 100. I have handled mostly leading American makes, always carrying a small assortment of foreign goods.

AS TO BLENDING ODORS.

No, I do not attempt to manufacture perfumes; that is, in the true meaning of the word manufacture. However, I have succeeded in evolving some very nice blends with stock odors and with a few (very few) essential oils. These oils are a very delicate thing to handle. They must be absolutely the best and strictly fresh. I do not offer any definite formulas, but suggest that experiments be made in the way above noted. Many odors can be bought at reasonable prices in bulk and need no "fortifying" or blending. There are several houses now marketing "floral oils:" a number of them are valuable and economical, while some are failures. It does not pay to put out a poor odor under your own name.

ABOUT THE SHOW-CASE.

I have found that a show-case on the counter or in the center of the store will sell more perfumes than when the goods are kept in a wall-case. About the only suggestion I have to make is that the case be made of tinted glass, either yellow or some other non-actinic color. This keeps the goods much better and is a good point to advertise. Show the public that your store is different from the ordinary

drug or department store when it comes to perfumes; not only in the care you give them, but in the assortment and the names of the odors you handle. This will help to get back a large part of the trade the department stores have diverted from us on this particular class of goods. Above all, handle good goods and get good prices.

JOHN VON ROHR,

Winona, Minn.

I certainly found the perfume trade to be very profitable and well worth pushing.

I advertise in our daily papers, employing a display ad. for perfumes about once in two months. I also use samples, and I never fail to show any

new or special odor to lady customers in the store. We use our windows frequently for toilet-water displays, and the result has been that we have nearly doubled our trade on toilet water during the last year.

We handle the best grade of goods that can be retailed at 50 cents and \$1 per ounce, and these pay us 100 per cent profit.

We have in the past year prepared a few standard odors from concentrated perfume essences, and find that they take well with the trade.

We have a perfume wall-case, but we also keep about six glass-stoppered perfume bottles with staple odors on the show-case, and these frequently lead to sales.

CHARLES REHFUSS.

A Statement of His Business Methods—His Success in Acquiring Three Stores—A Graduate of the Philadelphia College and an Officer in the P. A. R. D., N. A. R. D., and P. P. A.

By **HARRY B. MASON.**

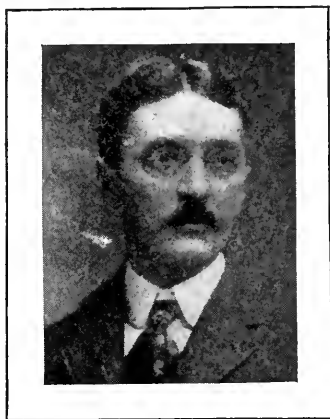
Charles Rehffuss, Philadelphia druggist, needs no introduction to an N. A. R. D. audience—and nowadays an N. A. R. D. audience means pretty nearly the entire country. Mr. Rehffuss was a member

visit him and observe the character of his business environment.

HIS THREE STORES.

He owns three stores—at 13th and Columbia, 12th and Pine, and Norris and Camac. The main store is the one at 13th and Columbia, and it is made the subject of two illustrations among the accompanying engravings. It is located in what might be called the up-town business district and enjoys a large transient trade—a transient trade which Mr. Rehffuss has shown himself resourceful enough to catch and hold.

And this leads me to say that while Mr. Rehffuss is a graduate of the Philadelphia College of Pharmacy and a good practical pharmacist, he believes the day has gone by (if, indeed, it ever existed) when it was possible to succeed in the drug business by virtue of professional efforts and capacities alone. Why not, he argues, accept the situation and make the most of it without grumbling? Adopting this philosophy, he has been quick to devise modern commercial methods and to plan ways of getting new business and of increasing his profits. Three successful stores are the result—all acquired within the last nine years, for Mr. Rehffuss did not begin life as a proprietor until 1898.



Charles Rehffuss, president of the Philadelphia Association of Retail Druggists and an ex-member of the Executive Committee of the N. A. R. D.

of the National Executive Committee for three years, and in this and in other ways he has played a leading part in the councils of the association. In Philadelphia and throughout the State of Pennsylvania he is active in pharmaceutical affairs; and in view of his prominence it will be interesting to

HIS BUSINESS METHODS.

What are some of his business methods?

Well, like many another Philadelphia druggist, he makes a large line of his own specialties. Unlike most of them, however, he pushes the line for all it is worth—and it has grown to be worth a lot!

For instance: Rehfuß has no fewer than three or four cough cures. Why? In order that he may

The managers of the two branch stores, and the clerks in all three, are drilled and schooled in this philosophy, and it is one of the secrets of the success and growth of the Rehfuß business.

WINDOW DISPLAYS AND SPECIAL SALES.

Mr. Rehfuß is eloquent on the subject of window displays. With conviction in his voice, he will tell you that his windows more than pay the rent of his establishments. Not only are they employed for the exhibition of the usual lines of stock, but they are often made the medium for the exploitation of special advertising schemes.

Thus on Saturday and Sunday Mr. Rehfuß will quite often display some line of candy and offer a special price on it for the time. In this way he has worked up a big trade on confectionery. By the same method he will handle certain articles on which department stores customarily enjoy a monopoly, and by making a drive on them he has largely solved the problem: "How can the druggist recover the ground which the department store has captured from him?"

In making drives on such lines Mr. Rehfuß usually selects goods that are not customarily handled in drug stores, in order that he may be free to cut prices without doing harm to his fellow pharmacists. He wants to be in competition, not with the druggist, but with the department store. His plan is to fill the window with some one article, offer special prices on it for a day or two, and thus start a regular demand for the goods at his store. By methods of this kind he sold three gross of rubber gloves in one year.



This view shows Mr. Rehfuß's main store at the corner of Thirteenth Street and Columbia Avenue. Car lines are on both streets, and the transfer point is at the Rehfuß corner. This store is located in what is called the "up-town business district" of Philadelphia.

have something suitable for every type of case. If a customer tries one remedy and it fails to do the business, Rehfuß has a second one up his sleeve. Clever man!

Another scheme: Whenever a patron comes in for a specialty or any other article, Rehfuß's plan is to gauge the customer and sell him as much as possible. If he thinks the man can afford a dollar package, a dollar package is the size he shows him. Of course he will sell a ten-cent package if he has to, but he wants to close a dollar sale on every possible occasion. Charles Rehfuß is a good business man.

As for advertising methods, he believes that the best, the most profitable, and the farthest-reaching plan is the right treatment of customers. Treat them courteously and they will return. Give them the best goods and they will want more of them.



Here we have an interior view of the headquarters store at the corner of Thirteenth and Columbia. Mr. Rehfuß is seen talking with a traveling man at the end of the room, while four clerks are in evidence.

A CARDINAL NECESSITY.

In going after business of this sort, Mr. Reh fuss believes it a cardinal necessity to have a considerable stock. It is useless to attempt any competition with the department store unless one has a variety and assortment from which the customer can find what he wants satisfactorily. Acting on this principle, Mr. Reh fuss carries a good line of such things as perfumes, sundries, box confectionery, and the like. Go into the thing right or else stay out of it. Take hair-brushes for instance—it is folly to try and build up a trade on them, or to retain such a trade,



Mr. Reh fuss has two branch stores. This is the one at the corner of Twelfth and Pine Streets.

unless you have a good-sized stock. Mr. Reh fuss has a large assortment of perfumes, and he handles many imported odors in order to give standing and character to the line and to be able to satisfy any demand that might be made by customers.

And the souvenir postal-card craze—Mr. Reh fuss has gone into this with his characteristic wholeheartedness. On the day that I visited his pharmacy not long ago, the windows and the whole front of the store were filled with a bewildering variety of cards.

"Do you always give so much space to these things?" I asked.

"No, we are making a drive on souvenir cards this week, and we are simply putting our best foot foremost for the time. We have got the biggest stock in this part of the town. We have displayed it as attractively as we know how. We believe that no one can come into the store without feeling that we are headquarters for souvenir cards, and I may say that we strive to create the same impres-

sion with other goods when we are exploiting them."

After my own experience, and remembering my own impressions, I am convinced that any one in the neighborhood of the store would return to it for months afterwards whenever he wanted to buy souvenir postal cards.

There is one thing I forgot to mention in speaking of the Reh fuss line of specialties. Not only is it a complete line—not only are there three or four products of the same general type, like, for instance, the several cough remedies—but these preparations are all put up in the most handsome and attractive manner. Particularly is this true of the toilet specialties. "Reh fuss's Hair Tonic" compares well in external appearance with any product imported straight from gay Paree. All this is a part of the general Reh fuss policy of selling good goods, and attractive goods, and of making a favorable and lasting impression upon the customer.

MANAGERIAL POLICIES.

Each of the two branch stores has a manager, and Mr. Reh fuss visits them both every few days. His ideas about running branches are a little peculiar—a little different from that of most disciples of "the new economic order." There is in fact no headquarters store—no hub of the system. All the stores are practically on a par. Mr. Reh fuss believes in taking a man of ability and giving him full scope. His notion is that if the manager has sole charge, and is held responsible for the results, he will do better than when kept under constant discipline.

In accordance with this philosophy, for instance, every manager is free to buy all of his own special goods. Most of the regular supplies are purchased by Mr. Reh fuss himself and are stocked in the cellar underneath the main store, but anything new or novel is invariably left to the discretion of the two managers. It is not taken up by the proprietor and then sent to all the stores. The Reh fuss idea is that a new article may not appeal to the other managers. He desires to leave them free to follow their individual notions, believing that they will attain the best results only when they are working in harmony with their own convictions.

Whether this is the wisest policy or not is perhaps open to question. At any rate, it has seemed to work out pretty well with Mr. Reh fuss and his two managers.

PERSONAL FACTS.

A few personal facts regarding Mr. Rehfuß's career may not be uninteresting. Born in Eaton, Ohio, in 1868, he began life as a drug clerk in his home town at the age of 16. Later on he went to Philadelphia to attend the College of Pharmacy, and like nearly all the students apprenticed himself to a pharmacist in the meantime. After his graduation in 1887 he went to Peoria, Illinois, and remained there as a clerk for six or seven years. Returning to Philadelphia in 1897, he served as a clerk for one year and then established himself in business at the corner of Norris and Camac Streets.

Two years later he acquired the store at 12th and Pine, and three years later still purchased the store now used as the headquarters.

In the Philadelphia Association of Retail Druggists Mr. Rehfuß has held nearly every office. He is now serving his second term as president of the organization. For three years he was a member of the Executive Committee of the N. A. R. D. He attends the State Association meetings regularly. Successful in business, a good talker, a man of ideas, willing to work, his services are in demand and he has not failed to render a good account of himself wherever his pharmaceutical confrères have placed him.

CATAPLASM OF KAOLIN.

Points to Observe in Making this Somewhat Troublesome Product—Kaolins of the Market Differ Greatly in Content of Water—The Degree of Fineness in the Powder also Affects the Result Considerably.

By I. V. S. STANISLAUS,

Dean of the Department of Pharmacy of the Medico-Chirurgical College, Philadelphia.

During 1902 the author had the opportunity of examining some of the commercial products which the cataplasm of kaolin, now official, simulates, and of preparing samples of a preparation for the market.

GREAT DIFFERENCES IN KAOLINS.

After considerable experimentation I was rewarded by ascertaining several causes of failure and how to remedy these. Kaolin of the market is not uniform in composition. Many of the samples, when ignited for one hour, lost from 7 to 9.2 per cent in weight, which was calculated from the water present. Other samples, subjected to the same treatment, lost in weight as much as 14.2 per cent, proving that some of the commercial specimens of the powdered mineral must contain at least two molecules of water. This fact explains why in some cases the 37.5 per cent of glycerin prescribed by the U. S. P. proves insufficient, while in other cases it is sufficient, and in still other instances it proves excessive. While all the samples but one, when treated with sulphuric acid, gave rise to effervescence, the one exception proved on analysis to be a good sample of talc, though sold for kaolin!

Examined under the microscope, the different samples exhibited different crystalline formations. Again, some samples when passed through the sieve proved very finely powdered—i.e., 80 or over—

while other specimens were in considerably coarser powder; and herein lies another source of trouble, for, curious as it may seem, the coarser powder possesses a higher glycerin-absorbing property than the finer grades, and, unless finely-bolting powders be used, it will require at least 4 per cent more of glycerin to mass the mixed powders.

Not only the above considerations were gone into, but also the flame test was applied to the boric acid, and here again was a surprise in store, as three samples out of seven gave the sodium flame—some more, others less intense.

SIX POINTS TO OBSERVE.

From the above observations the following deductions were made:

1. The kaolin should be of the variety known in commerce as "Bolting China Clay," and should be purchased from *bona-fide* merchants making a specialty of marketing clays and infusorial earth.

2. It should be heated for at least one hour under constant stirring before the boric acid is added.

3. The glycerin should be brought up to a temperature of 100° C. before adding to the mixed powders; thus heated, it aids in forming the paste.

4. After the addition of glycerin, heat and stirring should be continued for at least an hour, this being done to allow for the completion of the

familiar reactions between the bicarbonates, the borates, and the glycerin.

5. The product should be stirred diligently until cool, when the aromatic ingredients are added.

6. After the flavoring constituents are added, the cataplasm should *at once* be packed into *air-tight* containers. Ordinary tin ointment boxes will *not do*. Tins provided with sunk-in lids, like lacquer or enamel containers, are the best. The hygroscopic glycerin greedily absorbs moisture from the air, causing the cataplasm to "swell up" and become unfit for use.

METHOD OF PREPARATION.

Heat the "bolted" kaolin for one hour, add the boric acid, mix slightly with the spatula, sift the mixture by means of a flour-sifter, mix intimately with the glycerin, reapply the heat, stir for another hour, remove the now smooth paste from the fire, and continue the stirring until cold. Aromatize and at once remove to air-tight containers to prevent the reabsorption of moisture from the air.

I manufactured the cataplasm in the above manner for a period of two years and have yet to hear the first complaint.

A SMOKER'S WINDOW.

By H. M. CURRY.

Some time ago we had in our window a smoker's trim which attracted a great deal of attention. It occurred to me that it might possibly be of interest to the readers of the BULLETIN OF PHARMACY. The background was made of Indian blankets suspended from a wooden frame. The floor of the

The floor was covered with pipes arranged in circles and fan-shaped designs, and in the center was a large pipe made of small bags of smoking tobacco. At either end of the window was a pyramid of smoking tobacco in five-pound cartons: these pyramids, however, are not shown in the illustration.



window was covered with Indian blankets and rugs. To the background were attached specimens of Indian beadwork, bow and arrows, an Indian papoose cradle, and some beaded moccasins. On an elevated shelf, running the whole width of the window in front of the background, were Indian pottery and basketwork, with some tom-toms and tomahawks.

The show card, "Smoke Up," was made of white bristol-board with a gray mat.

The whole design was meant to suggest a man's den or a cozy corner, and it certainly made a very attractive display. The accessories were mostly borrowed for the occasion and were returned afterwards.

WHAT HE DIDN'T WANT.

A Bit of Pharmaceutical Fiction—The Amusing and Dramatic Complexities which Resulted from a Unique Letter Offering a Position as Drug Clerk—The Last Scene Enacted in Court.

By ARTHUR L. BUZZELL.

After Charley Foster, elaborately framed certificate under left arm, his right hand tightly clenched, and his face a sweaty scarlet, had stamped out of the store and around the corner, Bulmer Coblentz went to the telephone and called up his wholesale house.

"I want a clerk," he yelled when he got the jobbers. "A clerk—a clerk, you understand—a drug-gist. Bulmer Coblentz. Hey? Yes, full papers. Hey? At once—at once—right away. Why, blast it, man, I'm alone! Nothing here but a worthless fourteen-year-old boy who stands around all day like he'd busted two bottles a' glue and then stepped in it. I want a good man; a worker; one that'll take right hold and do what I tell him to. Hey? No, sir; no, sir; no, sir. No man is worth that much money. Hey? Not one red cent more'n I have to. Hey? Hey? You'd ought to know better'n that. Say, who are you anyway? Who am I talking to? You talk like a sausage. Do you run that establishment or are you one a' them six-dollar boys that sweep out? Hey? Hey? Well, tell 'em to write me at once—at once, you understand? Man just left. Hey? Keep off the line, there! Hey? Hey? All right."

And he threw the receiver into the hook and dashed back of the case like a madman.

Now young Mr. Norwood at the wholesale house did not relish being asked if he was one of the six-dollar boys that sweep out. The jar set him back somewhat, and his active mind lost for a few seconds its wonted elasticity. Only for a few seconds, however. An idea then occurred to him, one which probably would have occurred instantly had there not been an Elks' annual ball the night before. He would aggravate old Coblentz all he could. He would put him in communication with Marian Crawford Skimmerhorn, holder of licentiate certificate No. 713, being careful, at the same time, not to acquaint the said Coblentz with the fact that the said Marian belonged to the gentle gender. Accordingly Mr. Norwood called Mr. Coblentz back to the telephone.

"Hello—hello! What do you want?" demanded Bulmer, gruffly. "Hey? Hey? What's that?"

Right away? Why, of course. Didn't I tell you that before? Your memory is all-fired short! What's that? Yes, of course; a full-fledged drug-gist. Skimmerhorn—Marian Crawford Skimmerhorn! Holy St. Patrick! Hair parted in the middle? I thought so! Write that party? Why can't he write me? Yes, yes, of course; it might save a little time. But say, what kind of a —. Hey, what's that? Oh, I don't care anything about that. Hey? That's too much money. Hey? 728 Walnut. All right! But say—hello! hello! hello!" Receiving no response to repeated hellos, he hung up.

However glaring his faults, Mr. Coblentz was a man who did things. Going straight to the desk he commenced a letter, the writing of which consumed much the spare time of the stormy and dull afternoon. Force of habit is strong with many men. Bulmer began—"Marian Craw, etc., Skimmerhorn, Messrs," but indifferent penmanship so shaped the "Messrs." that to a careless reader it might be anything from Miss to Massachusetts.

Had Miss Marian Crawford Skimmerhorn been a millionaire's daughter instead of an orphan, her picture, most likely, would have garnished a magazine article entitled "A Hundred American Beauties." One in ten thousand she was, a really noble looking woman; fully, finely developed. Too well developed, some of her slimmer sisters might say, but sometimes the female form divine looks best that way, and Marian's was one of these. Perhaps her most pronounced characteristic was dignity, a quality that does not always go with *avoids*.

Miss Marian had gone into her uncle's store when a mere child, and from the very start she had liked it—"took to it like a duck to water," the old gentleman was wont to remark, affectionately. In due time Marian went to college, from which she emerged a Ph.G., and during the succeeding decade she stuck steadfastly to her uncle's prescription case despite the efforts of heart-lost swain after swain to drag her thence and across the threshold of a little wooden castle. At last, however, her fate arrived in the form of the pale-blue banker, Montgomery

Plebang, who preëmpted her much as a Swede would take a claim. Others had trembled; he commanded, and that pleased Marian.

Eventually, seemingly quite casually, Banker Plebang broke to her how, when, and where they were to be married, and she bowed her proud head, finding peace past understanding in the surrender. Resigning her position she threw her whole soul into elaborate preparations for the glad event. Such was the holder of licentiate certificate No. 713, to whom Mr. Bulmer Coblentz addressed the letter, and such was the inopportune time at which he mailed it.

Banker Plebang, drawn like a moth-miller to the candle-flame, called every evening. Marian usually sang to him, and it was his habit to settle back in his chair and gaze at the side of her expressive face in rapt contentment. He knew that he was drawing a capital prize, and he did not lose sight of the fact, furthermore, that he deserved just such a fate. With her by his side nothing could stay him. If political combinations robbed him of the presidency, at least his benign features would adorn the wall somewhat farther along than Sal P. Chase and Lime Gage.

Marian was about in the middle of "Annie Laurie" the next evening when the boy from her uncle's brought her a letter that had, by mistake, been put in with the drug-store mail. Leaving the song unfinished, she tore open the envelope and began to read. The smile on her pretty face faded as she progressed, and an ashen paleness slowly o'erspread her stiffening features; then two bright-red spots, like oases, appeared, one on either cheek. The letter finished, the sheets fluttered to the floor, and she broke into an earthquake of sobs.

Without a word Banker Plebang picked up the letter, read it through, folded it coolly, and put it in his pocket. Without a word, not even a coo of sympathy or a soft good night, Banker Plebang went out into the hall, put on his coat, hat, and gloves, and walked out into the moonshine. Stepping into the drug-store on the corner, the proprietor of which was Secretary of the State Board, he asked for and got the address of Bulmer Coblentz. It was a matter of two hours' ride on the train.

Now that he was without a druggist, Bulmer Coblentz must perforce go early to his place of business; and it was there that the pale-blue banker found him at 7.45 the next morning.

"Good morning," said Bulmer, genially, eyeing what he took to be the day's first offering. Mont-

gomery Plebang vouchsafed no reply. Instead he went down into his pocket and brought forth a manuscript which he waved menacingly.

"Did you write this?" he asked, his voice shaking.

Bulmer recognized the paper. "Why, yes," he replied uncertainly. Then a light broke in upon him. "Oh, I see," he said; "you came up in person."

"I did."

"Well, take off your coat and dig right in. You don't need to hesitate a minute. The devil himself would be welcome. It's too much——"

"Altogether too much!" interrupted Mr. Plebang. "What did you do it for?"

"Well, you see, there's a limit to human endurance. Like every other mortal man I can stand just so much, then there's a snap and I go all to pieces. The straw that broke the camel's back was a wine supper."

"A wine supper!"

"Yes, sir. Out all night. Came in in the morning a sight to behold. Hair down over face, hat on crooked, one garter trailing in the sand——"

"Man, are you crazy? - What do you mean?"

"Then, too, the whisky got to evaporating. Now, mind you, I don't charge anybody with stealing booze, but when the contents of a bottle lowers for an entire day at the rate of three inches an hour, it's a foregone conclusion that the whisky had some help in getting out. I spoke about it. One word brought another until finally——"

"But what's all that got to do with this letter? I'm looking for information."

"Never mind that letter, Mr. Skimmerhorn, we'll get to that later. Just take off your coat and pitch in. If you don't object you might dust off them show-cases."

"Sir!"

"Well, all right. You're a graduate, prob'ly; but as I said in the beginning, Old Nick himself would be welcome, for I'm plumb played out. We'll have the boy——"

"Have Hallelujah! You're the old reprobate I'm after. I don't want anything to do with the boy. I demand an explanation, an apology. Even at that I shall probably knock your block off."

"Dope," muttered Bulmer; "the best way to handle that feller is to humor him." Then, aloud: "Did you read the entire letter, Mr. Crawford?"

"Read it? Of course I read it. Now what I want to know——"

"Didn't you read that part about intemperance?"

"It was all intemperate, the whole insulting length of it. I never——"

"I always think it best, Mr. Marion," said Bulmer, leaning forward with a palliating smile, "to state what I want and what I don't want right in the beginning. It saves time and trouble. If every employer would take that letter to the printer and have a thousand struck off, and every time he sets out to get a clerk mail one of 'em with his first communication, the whole industrial world would be the better for it. There are certain things that every employer does not want, will not have. I might add that one of 'em is dope."

"Crazy—perfectly crazy. It's a shame to hit him. If he'll apologize I won't do it," thought Banker Plebang.

"How long have you been this way?" asked Bulmer, compassionately.

"What's that?"

"Did you ever take any kind of treatment? It ain't too late; you're young, yet; and you know 'while the light holds out to burn, the vilest sinner may return.'"

"Cease that! I've heard quite enough. But before I go any farther I want to be thoroughly understood. My name is not Skimmerhorn or Crawford or Marion, or Tom Thumb; it's Plebang, Montgomery Plebang. The young lady is my intended wife."

"Does this unfortunate young lady know your habits?"

"I demand an apology."

"An apology?"

"Yes, sir. You have insulted a most estimable lady."

"Well, say, young man, if you don't run on about your business I'll have to call an officer. You might as well take the next train back where you came from. I don't want you. If you had read the entire letter——"

"But I did, and that's the reason I've put in the entire night pacing up and down thinking of the face I was going to spoil, of the blood I was going to spill, of the eye I was going to gouge out."

"Go on—go on; get out! I've had enough of this. I don't want you in here. Get out or I'll throw you out!"

This was too much for Banker Plebang. With the snarl of a tiger he sprang at the really frightened Bulmer and handed him one between the eyes that sent him sprawling to the floor, after which Banker

Plebang beat a precipitate retreat. Two hours later, however, just as he was about to board an outgoing train, a big-stomached officer of the law laid a heavy hand on his shoulder.

The judge was a man who had once had a sweet-heart of his own. "Extenuating circumstances" was the defense that the pale-blue banker offered, and after relating in detail all that had happened he placed in evidence the trouble-causing letter. The gray clerk cleared his throat and read as follows:

Marion Craw, etc., Skimmerhorn:

MISSSES—I have been informed that you are at present not engaged. Possibly we may be able to come to terms. Upon receipt of this I want you to write me at once stating age, how many children, habits, references, and whether or not you drink whisky or play poker.

Some people say that I am a peculiar man. While I do not believe that to be so, it may be. I have a few views of my own, and if they differ from any other man's that is his fault, not mine. I have a few views—peculiar, perhaps—regarding the right bower into whose keeping a part of my struggle for a livelihood goes. That person's personality, conduct, and way of going at things is of major importance to me. Somehow it is easier to state those qualities and peculiarities that I do *not* want than those that I do. If you can plead guilty to being or having any of the following, frankly say so right at the start and we will call the matter off:

- 1—Over Forty.
- 2—One or two peg legs.
- 3—Boozer.
- 4—Dope Fiend.
- 5—Card Shark.
- 6—Slouch.
- 7—Trifler.
- 8—Scandal-monger.
- 9—Bad Breath.
- 10—Society Swell.

1. One who has gone up over the water-shed and is sliding down the other side is apt, at best, to be cranky. Almost sure is that one to be a cynic if a sense of proprietorship does not run like a gold thread through the slimy fabric of the mind.

2. Any one sticking long at my place has got to have two good healthy legs to stand on, for it is stand-up work. They can bow like the hames on a mule collar, be fat like a New England churn, or as slim as Bernard Shaw's chance for Heaven, but they ought to be sound, without ring-bone, wart or pimple. This I always insist on.

3—4—5. The four walls of any emporium can surround no deadlier poison than a poor degenerate—either booze or dope—and the cash drawer has no worse enemy than a paste-board shuffler with a night-key. If you are in the habit of being hauled home in a wheelbarrow some time between midnight and the first call for breakfast; or if for some time it has been your daily custom to slip out in the back-room, reach up on a beam for your little syringe and bottle and take a shot; or if the idea has got tangled up with the gray matter under your hat that you can stack the cards or milk

a slot machine—if because of any of these, or what goes with or follows them, you are forced to cover a blush with your hand, just stay where you are; you're as close to me as I ever want you to get.

6. There are people on earth to whom clothes are not an ornament. No matter how much they try they simply can't settle into the goods. The best products of a musky cutter and a sweat-shop finish hang on them somewhat as a grapevine does over a dog-kennel. Then, on the other hand, you can give some people a string of beads and a horse-blanket and they'll tog themselves out like birds of paradise in a cocoanut tree. There is a limit both ways; also a happy medium. What I do object to the most, however, is slouchiness. I strongly recommend one shirt a week and a general bath at least once every thirty days. Of course this matter of immersion often brings about serious inconvenience, especially to one putting up where the only facilities afforded are a wash-tub in the kitchen with no lock on the back door—this in the winter, mind you. In the summer you can go down to the mill-pond with the rest of the bunch.

7. Even after you are married you can still be a masher. It isn't hard to make a mash, for the other sex is proverbially foolish. Good clothes, a silly grin, and a certain snap in the eye—that will do the business at least ten times out of a hundred. Don't ever try it without the clothes, though, or you'll get let down hard. There must be a new straw hat, nice shoes and neckwear, and creases down the pants legs. But a masher makes enemies. Those slighted get sore, and the discards sometimes put up more of a howl than all the rest of the pack. Bad business, making dates is, and I won't stand for it.

8. This here old-woman, house-to-house chase, touching off the latest heart-throb like a sky-rocket, don't go with me. If John Smith's wife blunders into the kitchen while the hired girl is making bread and finds John there with the white imprint of a hand on the back of his black coat,

that's her business, not mine. If John comes in and wants a quart of carbolio acid to commit suicide with, wrap him up a quart of rain water, charge him a dollar and say nothing; he'll see the joke, fire the girl, buy the old lady a breast-pin, and there's a new honeymoon in the Smith family. What's the use in stirring up a hornet's nest? It's in people to make asses of themselves, you and I with the rest.

9. Bad breath is not the latest improved kind of advertising. To my mind bad breath is just ground for divorce, and the judge who wouldn't release one from such bondage had ought to be shampooed with bisulphide of carbon t. i. d. If you are troubled this way, wire me.

10. Lastly and finally, I do not want to be weighted by one whose soul is wrapped up in pink teas and peek-a-boos. Let Paris and Washington reek in profligacy. Why should we, in this little burg, try to take it on? The bright side of day was made that man might work; the dark side that, wrapped in his little nighty, he might crawl into the hay and forget it. Against social dissipation I am very strongly set; have been told too much so. However, I call myself a reasonable man, have a good business, and am fairly easy to get along with. The last one staid three years.

In case you can't come right away you might send your picture. I would be able to judge a good deal by just looking at that. State what nationality, when and where vaccinated, whether Catholic, Protestant, pitcher, cornetist, bowler, fiddler, or cigarette smoker. Also if red-headed, left-handed, cross-eyed, or harelippped. Would like to know, too, if one night out a week will be satisfactory.

A good berth like this will not long remain unoccupied.

Yours very truly,

B. COBLENTZ.

"Prisoner discharged," squeaked the judge, wiping his eyes.

ONE POINT OF VIEW.

By FRANK FARRINGTON.

The fellers down to school, they think
It must be mighty fine
To have a druggist for a dad.
By gee! I'll trade 'em mine!

They think you get just all you want
Of candy, chewin' gum,
'N ice-cream soda water, too.
Say, they're mistaken some!

They don't know all the things a boy
C'n do around a store:
I guess if they would try it once,
They wouldn't cry for more.

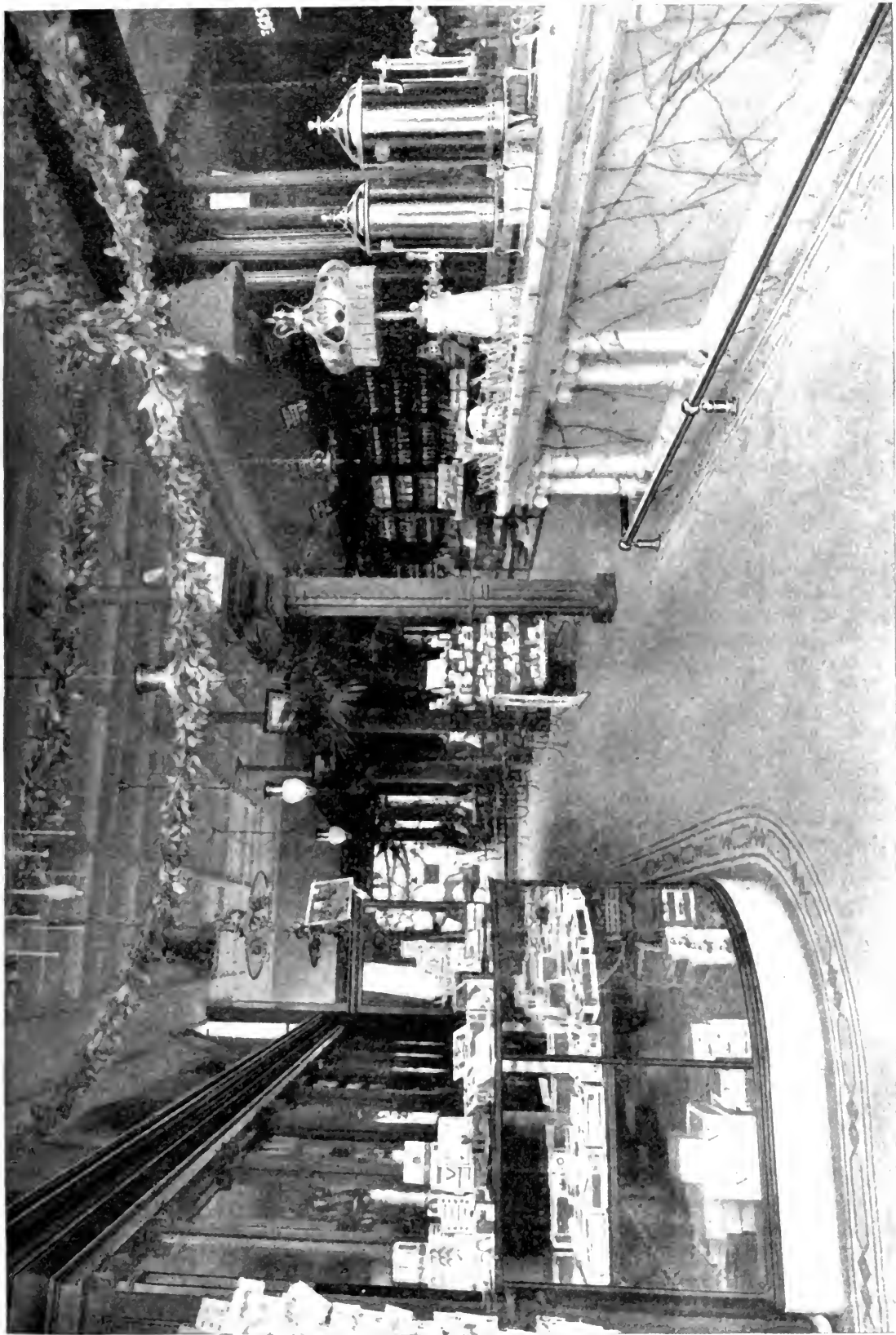
Just when it comes vacation time,
'N gets good fishin', too,
Then every day your pa will say,
"John, here's a job for you."

'N then he fills a basket full
O' bottles round and flat,
An' says: "Get busy there, my son."
Then where's your fun all at?

A swishin' bottles 'round an' 'round
Just makes a feller sick,
With all the boys a playin' ball
Or fishin' down the crick!

A drug-store pa's all right for some,
'N I know fellers, too,
Who like to work an' fuss around
(At least they say they do),

But you just bet I ain't that kind.
I got to have some fun.
I hope my pa'll trade off his store
An' get a diff'rent one.



A BEAUTIFUL MASSACHUSETTS PHARMACY.—This handsome store is to be seen in Chelsea, Massachusetts. It is located in the remodeled Masonic Building at the corner of Broadway and Third Street. The proprietor is Mr. John F. Gilman, and we may add incidentally that Mr. Gilman's portrait, together with a few words of personal mention, appear elsewhere in the present issue of the BULLETIN. The store is 60 feet long, 27 feet wide in the rear, and 19 feet wide in front. There is also a large back room and a capacious cellar. The fountain is a 16-foot "Innovation," made of California onyx, and said to be one of the most beautiful in the country. The fixtures are of mahogany throughout, and though plain in design are rich and massive in effect. In the rear of the salesroom, mirror doors, on either side of a large mirror in the center, lead into the prescription room. The store is brilliantly lighted by both gas and electricity. The front windows, which of course do not show in this illustration, extend to within four inches of the floor, and they are admirably adapted for display purposes. Then, too, these low windows make it possible for passers-by on the street to get a comprehensive view of the interior, particularly at night when the store is illuminated. The floor, as may be seen from the engraving, is of hard some mosaic. The special decorations exhibit the pharmacy as it was trimmed up during the last holiday season.

PROFITS AND EARNINGS.

The editors of the BULLETIN would be glad to receive annual business statements from their readers for publication and comment in this department. The names of correspondents will be withheld, and their identities preserved in confidence.

THE STATEMENT OF A MISSOURI DRUGGIST.

To the Editors:

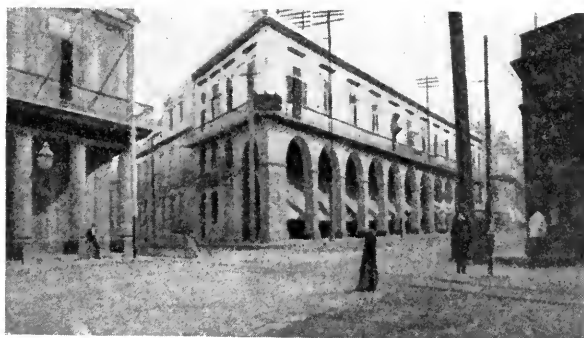
I have been so deeply interested in your articles on profits in the drug business that I have taken the trouble to investigate my own condition. Last year I missed taking stock. I have now supplied the omission, and the following statement represents my business operations for the past two years:

Sales for two years.....	\$19,507.78
Goods purchased	13,518.95
Net expenses	2,273.25
Total expenses, including my own salary of \$925.00	4,223.25
Inventory, May 16, 1904	4,000.00
Inventory, May 16, 1906	5,600.00

Kindly let me hear through your columns what you think of my business. I am pleased to state that it has increased over \$2000 since I took hold of the store two years ago in May. I might add that, in addition to the ordinary drug stock, I carry school-books, stationery, seeds, wall-paper, cameras, optical goods, etc. I suppose I should have given you an itemized list of my expenses, such as rent, clerk hire, etc., but everything is represented in the lump sum given above.

MISSOURI.

Let us analyze "Missouri's" statement a bit. During the two years he bought goods to the amount of \$13,518.95, but the inventories show that \$1600 worth of these purchases went into the permanent stock. The goods which were sold over the counter again therefore cost "Missouri" \$11,918.95. Sub-



FOUR INTERESTING CUBAN PHARMACIES.—We are indebted to Mr. Lester H. Carragan, special Cuban representative of Parke, Davis & Co., for the interesting views of Havana pharmacies shown on this and the opposite pages. Mr. Carragan informs us that this first store is the "Drogueria Americana" of Majo & Colomer in Havana, and that it is one of the largest in the city. Both a wholesale and a retail business are done. Incidentally it may be remarked that the post seen in the foreground, with a rope wound about it, is a unique "railroad gate," the tracks in the street being those of the "United Railway" running to Matanzas and other parts of Eastern Cuba.



FOUR INTERESTING CUBAN PHARMACIES.—This is another wholesale and retail store in Havana, owned by Dr. Antonio Gonzales Curquejo. Dr. Curquejo is one of the four largest dealers in the city. Incidentally it will be noticed here, as with all other pharmacies in Havana, that no window displays are to be seen. The exterior of the stores presents an appearance quite different from that to which we are accustomed in the United States.

tracting this amount from the total sales of \$19,507.78, we find that there was a gross profit of \$7588.83—a profit, in other words, of about 39 per cent. The expenses, meanwhile, were about 22 per cent of the sales, leaving a net profit of 17 per cent. This is a very satisfactory showing indeed. Gross profits of 39 per cent are about the average, whereas a percentage expense of 22 is quite low for a ten-thousand-dollar business. Net profits of 17 per cent are certainly exceptional.

Let us see, now, what "Missouri's" total income was during the two years represented in the statement. Subtracting his purchases from his sales, we have a residuum of \$5988.83. Subtracting from this again his net expenses of \$2273.25, we find apparent cash profits of \$3715.58. Adding to this amount the \$1600 by which the stock was increased, we have total profits for the two years of \$5315.58, or \$2657.79 a year. This is about what a ten-thousand-dollar business ought to yield, although many pharmacists doubtless fail to reach this goal.

Incidentally we may grasp this occasion to speak again of the vital importance of taking inventories. "Missouri" discovered that his stock had increased in value to the extent of \$1600 in two years. If he had taken no inventory, and if he had based his calculations upon his purchases and sales, his calculations would have been grossly inaccurate. And yet there are hundreds of druggists who think inventories are superfluous!

There is just one criticism that we have to make upon "Missouri's" showing. We are inclined to think that a \$5600 stock investment is too large for annual sales of about ten thousand. This is turning over the stock less than twice a year, and is not using the investment to the best advantage. In the BUL-

LETIN for April, 1906, we asked four prominent druggists how many times a year they turned over their investment. Mr. William Bodemann said twice; Mr. A. H. Webber two and a half times; Mr. Willets Corson three times; and Mr. Andrew R. Cunningham replied that he turned over his total investment, including fixtures, three times a year, and his stock four and a half times a year.

SOME INTERESTING ARITHMETIC.

Andrew R. Cunningham, the well-known and successful Detroit druggist, calls the BULLETIN's attention to a class of profit calculations in which druggists usually err. Mr. Cunningham cites a purchase which he has just made of a popular headache remedy. He bought two gross of the 10-cent size at \$9 a gross, and eight dozen of the 25-cent size at \$2 a dozen, making a total purchase of \$34. On this quantity he was given a 10-per-cent discount, and a free donation was also made of four dozen of the 10-cent size and $2\frac{1}{2}$ dozen of the 25-cent size. Now what was the net cost of the goods?

In Mr. Cunningham's case he needed to have the exact figures of the net cost for the reason that he



FOUR INTERESTING CUBAN PHARMACIES.—This view shows the botica "La Occidental" of Dr. José Maria Domene. It is located in Havana, as are all the other pharmacies in this series, and is one of the successful shops in the city. The street, as quite frequently is the case in Havana, is very narrow.



FOUR INTERESTING CUBAN PHARMACIES.—Here we have one of the finest retail pharmacies in Havana. The proprietor, Dr. Miguel Alvarez Ortiz, was formerly the owner of a store in Philadelphia. The soda-water sign, barely seen in the engraving over the door at the extreme right, is an uncommon one in Havana. Soda water is little known anywhere on the Island of Cuba. Note the handsome architecture of this building. It is evidently a modified form of the classic Renaissance.

is interested in the ownership of two stores, and the store which purchased the goods wanted to divide them with the other, whereupon the query arose: "What charge shall be made for the two sizes respectively?" But even in other instances, where a druggist is not faced with Mr. Cunningham's requirements, he ought to know what such goods cost him in order that he can sell them intelligently and can understand what his profits are. Quantity offers of this kind are quite often made by manufacturers nowadays, and the problem is by no means an infrequent one.

Mr. Cunningham figures the thing out in this way: The *net* cost of the lot of goods was \$34, minus the 10-per-cent discount, which brought the figure down to \$30. The *gross* value of the lot was \$34, plus \$3 for the four dozen of the 10-cent size, and plus \$5 for the $2\frac{1}{2}$ dozen of the 25-cent size, which brought up the figure to a total of \$42. Goods to the wholesale value of \$42, therefore, were purchased for \$30. Dividing the net cost by the gross price, we find that every dollar's worth of goods was purchased for 72.6 cents—or 72.6 per cent of the regular price. In estimating the net cost of a dozen of either size, or of a single package, it is only necessary to get 72.6 per cent of the regular wholesale price.

Probably the common method of attacking this problem is to add the free goods of each size to the regular purchase of that size, and divide the cost by the quantity. This is inaccurate, inasmuch as in this particular case, for instance, disproportionate quantities of the two sizes were donated, and such a method of calculation would make the large size cost *less*, and the small size *more*, than the facts warrant. Quite frequently a druggist will buy a case of some mineral water, selling for 25 or 35 cents, and be given a dozen of the 10-cent size free. More often than not he assumes that he paid the regular price for the large size and that the small size cost him nothing, whereas, as a matter of fact, he should consider the benefits equally distributed and should base the net cost of both sizes upon the percentage of reduction realized from the transaction as a whole.

IS AN INVENTORY NECESSARY?

The subject of business accounting was pretty thoroughly discussed at a recent meeting of the Philadelphia College of Pharmacy. A paper was read by the Associate Editor of the BULLETIN in which a simple system of business records was described, and in which the statement was made that the whole thing hinged very largely upon the annual inventory. Without this, the speaker said, it would not be possible to know with sufficient accuracy just what one's profits and earnings were for the year.

In the debate which followed, two or three pharmacists disagreed with the author. They thought it was quite unnecessary to go to the trouble every year of taking an inventory, and declared that a druggist could tell "near enough where he stood" without it. Whereupon A. J. Staudt, at present a Philadelphia representative of the house of Parke, Davis & Co., but formerly a successful retailer in Aurora, Ill., cited an experience which had recently come under his observation:

Two brothers bought a store which had previously enjoyed a very good trade, and which was pretty well stocked. The first year the new owners thought they were making all kinds of money. They increased their living expenses and plumed themselves with the thought that they had finally landed on their feet. Over a year went by, perhaps indeed two years, before it began to dawn on them that they had been gradually decreasing the stock in the store, and that much of the money which they thought they had been making as profit was liter-

ally taken out of their capital. An inventory would have prevented them from making this mistake.

Many errors of this kind are constantly being made, but more frequently than not the truth remains undiscovered until it is too late. Quite often the sheriff comes along and plays the leading part in the last scene of the drama.

ONE WAY TO KEEP TRACK OF MONEY.

In the meeting at the Philadelphia College referred to in the previous article, Prof. Joseph P. Remington, who presided, told an amusing incident that had come under his observation—amusing, but at the same time exceedingly suggestive. He said he dropped into the store of a friend one evening and was having a quiet chat behind the prescription counter. Something occurred to call the proprietor out of the store, and he left with the injunction to Professor Remington to look after things for a few minutes until he could return.

While he was gone a fashionably dressed woman walked in the front door, came around behind the counter, went to the cash drawer and calmly appropriated a five- or a ten-dollar bill. Assuming or knowing that it was the proprietor's wife, the Professor said nothing. In a few minutes the proprietor returned, went to the cash drawer to deposit some money which he had just collected, and apparently noticed the loss of the bill. "He looked at the drawer again," said Professor Remington, "and then he looked at me"—at which the audience laughed.

The Professor went on to say that the man realized the next instant what must have happened, and he asked if his wife had been in during his absence. This was the end of the incident as related by Professor Remington, but it was a story with a moral. Moralizing is rather thankless work, and we do not mean to indulge in it at any great length. Neither do we mean to suggest that a man's wife should not be given a five- or ten-dollar bill when she is in urgent need of a new and stunning piece of millinery. The point is that unless a druggist, or any other merchant, keeps a record of his cash, a record of his sales, and a record of all such matters, he is in no position to know where he stands financially, and whether in reality he is making money or losing it. How was this particular druggist to know how much money he and his wife drew from the business, and where he stood generally?

DOLLAR IDEAS.

The Editors of the BULLETIN will pay \$1 in cash for every practical idea contributed to this department. What they want are good formulas, dispensing kinks, bookkeeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.

A DELIVERY CHECK.

Frank P. Pyatt, Chicago, Ill., having occasion to send out a great many packages to customers, has devised the delivery check shown in the accompanying illustration. The check is torn off at the dotted

For M. <u>O. C. Buss.</u>	For M. <u>O. C. Buss.</u>
Address _____	Address _____
Paid _____	Paid _____ Charge _____ Collect _____
Charge _____	FROM
Collect _____	FRANK P. PYATT
Del'd by _____	PHARMACIST
No. <u>354</u>	Cor. 636 Street and Monroe Avenue CHICAGO
	No. <u>354</u> Del'd by _____

lines and pasted onto the package, being already gummed for the purpose. The stub is retained.

This plan has several advantages which will be immediately manifest: (1) All the information needed by the messenger is contained on the pasted slip. (2) The presence of the slip on the package, containing the druggist's name, is of itself an advertisement, and the manifest care which the druggist takes cannot but impress the customer favorably. (3) The retention of the stub serves as a check upon the messenger, (4) is useful in case there should be any doubt about any particular package, is also (5) a record of the delivery business transacted, and finally (6) furnishes names and addresses for the druggist's mailing list.

A KINK IN MAKING RESORCIN OINTMENT.

J. C. Arthur St. James, Telluride, Colorado: Noting inquiries in your columns regarding resorcin ointment, I should like to give my experience with this preparation. As soon as the new National Formulary was received I tried that formula among the first, for there had been many conflicting formulas published and the results were far from satisfactory. After carefully following the official process, the result caused a feeling of disappointment similar to that experienced in apprenticeship days when a two-

gallon batch of cod-liver oil emulsion "cracked." The resulting ointment was very lumpy, and stiffened so quickly that further trituration had no effect. As a last resort I placed the entire batch on a water-bath just long enough to melt it, and stirred until cool. To my surprise a smooth ointment of uniform color was the result. So I find that by melting the paraffin, petrolatum, and wool-fat in the order named, adding the oil of cade, and then gradually adding these to the powders in a large mortar and tritulating till cool, a perfect mixture will result. This preparation is extensively prescribed by the local physicians, and we supply one of the hospitals with it in five-pound lots.

A SHORT CUT IN MAKING CERTAIN PRODUCTS.

A. H. Bosworth, Wichita, Kansas: A percolator may often take the place of a jar for the maceration of drugs. Thus: arrange the percolator as though you were going to proceed to percolation, with cotton in the neck, and with the usual means provided for stopping the flow of the liquid. Suspend the drug in a bag and macerate by circulatory displacement. When the drug has been sufficiently extracted, allow it to run into the receiver and the preparation is thus filtered and finished. This process is useful in making such things as tincture of benzoin, tincture of guaiac, green soap, soap liniment, etc. If the bag is suspended below the surface of the menstruum, the descending column of fresh liquid leaves the percolator nearly clean—an obvious advantage in the case of resinous drugs.

A SCHEME FOR PUSHING TOOTH PREPARATIONS.

Minor E. Keyes, Detroit, Mich., recently used the following scheme for exploiting his tooth specialties: He made a special offer, good up to a certain date, to give a "Keyes Special" tooth-brush, worth 25 cents, to every purchaser of a package of his tooth-paste or tooth-powder; and he brought this offer before the public in two ways: First by printing it on a generous quantity of blotters—something that people will keep and use; and second, by making displays in his window. The result was that the sale of brushes, powder, and paste "boomed!" The "Keyes Special" brush is bought in large quantities and is branded with the foregoing title; and its excellence is well enough known in the neighborhood to make people feel sure they are really getting

double the worth of their money. Moreover, having his own brand of brush, the scheme advertised this as well as the preparations.

A BOOKKEEPING KINK.

L. R. McCash, Oregon, Illinois: I do not know how familiar bookkeepers are with the following method of keeping a ledger, but it is a good one. It is a time-saver and reduces ledger space to the minimum. Instead of itemizing in the ledger, my method is as follows: $\frac{128}{1.00}$ $\frac{130}{.25}$. The upper figures are page numbers from the day-book, while the lower ones represent the amount of the charge made. A line in the ledger will look something like this:

$\frac{128}{1.00}$	$\frac{130}{.25}$	$\frac{131}{.10}$	$\frac{140}{2.15}$	3	50
<hr/>					

This method simplifies the work greatly and enables one to make four charges in the space of one.

HEADACHE POWDERS.

B. S. Cooban, Chicago, Ill.: I have had considerable success in selling a headache powder made of phenacetine. I believe the latter drug is the safest of all the antipyretics, but I also think it necessary to use caffeine in all headache powders. As everybody knows, caffeine is a physiological antidote to these analgesics, so far as their action upon the heart is concerned. Here is my formula: Acetphenetidin, 4 drachms; citrated caffeine, 1 drachm; sugar of milk, 6 drachms. Mix and divide into 10-grain powders.

Two powders are placed in an envelope and sold for 10 cents.

THE PREPARATION OF SULPHUR OINTMENT.

W. H. Ellis, Vandalia, Mo.: I have experienced a great deal of difficulty in getting sulphur ointment smooth. I have always rubbed the sulphur on an ointment slab with a spatula heretofore, as it cannot be triturated in a mortar. I recently found that if the sulphur is placed upon a small, smooth board and rubbed with a spatula, it can be incorporated with the lard easily, and a very smooth ointment, free from coarse particles, is the result. A piece of common oak board, 10 by 12 inches in size, and sand-papered on one side, is just the thing.

PERFUMERY.

Dr. Willis G. Gregory, Buffalo, N. Y., has always made a specialty of handling perfumes. Very frequently in his perfume advertisements this statement will be found: "Our perfumes are kept in the dark, and are consequently always fresh." The fullness of odor and the delicacy of bouquet of the Gregory perfumes have always borne testimony to the wisdom of this practice; and if it is a good plan to keep one's supply of perfumes in the dark, it is also a good plan to make advertising capital out of the fact with the public.

HUMPTY-DUMPTY SODA DRINK.

James S. Gleghorn, Allegheny, Pa., makes a special drink at the soda fountain which he calls "Humpty-dumpty," and it has come to be his greatest seller. It is prepared by putting the usual amount of sarsaparilla syrup in a thin, twelve-ounce glass, then adding four or five good dashes of pure lemon juice, one egg, and two small measures of ice cream; placing in a shaker, thoroughly agitating, adding enough soda to fill the glass, and then serving as you would an egg chocolate or egg sherry. He gets ten cents for this drink.

LIQUEFYING PHENOL.

E. L. Cheeseman, Ithaca, N. Y.: To liquefy carbolic acid, add the requisite amount of water *previous* to heating. The crystals will melt quicker and you will gain time. Instead of a water-bath, use an ordinary asbestos stove mat, or, what is better yet, a heavy sheet of asbestos board one-fourth inch thick, say.

STICKING LABELS ON TIN CONTAINERS.

S. L. Weyandt, Ph.G., Trafford City, Pa.: To stick a label on the tin or aluminum caps of ointment boxes, or on tin of any kind, put a few drops of tincture of benzoin compound on the surface and apply a lighted match. When the burning ceases, apply a dry gummed label. It will stick for all time!

A CONFECTIONERY IDEA.

C. C. Bettes, Jacksonville, Florida, has evolved the unique custom of keeping his supply of candy in a refrigerator the year around. The consequence is that the confectionery is always fresh, moist, and in the most delicious condition. "Go to Bettes for candy" is the cry in Jacksonville.

LETTERS.

ONE OF MR. KAEMMERER'S PRESCRIPTION DIFFICULTIES.

To the Editors:

I observe that you printed three of Mr. William F. Kaemmerer's difficult prescriptions on page 129 of the last BULLETIN, and explained how Mr. Kaemmerer had dispensed them. The first was as follows:

MentholGm. iv.
 AristolGm. ij.
 Lanolin, q. s. to make.....Gm. xxx.

Mix.

Mr. Kammerer triturated the menthol and aristol in a warmed mortar with a small quantity of lanolin until a smooth mixture was obtained, and then added the balance of the lanolin.

I would suggest, on the other hand, that the menthol and the aristol be first dissolved with a small amount of ether. This would result in a more perfect ointment and would save valuable time.

CHARLES H. SMITH.

Oswego, N. Y.

THE OPSONIC THEORY.

To the Editors:

I have read your proposed editorial on opsonins, and it is accurate and sufficiently complete for a popular presentation.* There is, however, one part in which the treatment seems inadequate, and, as you may have omitted this intentionally, I shall simply direct attention to it here, and you may incorporate it or not as you see fit.

Leucocytes mixed *in vitro* with bacteria in physiological salt solution will take them up slowly. This is called spontaneous phagocytosis. If a portion of normal blood serum be added to such a mixture, the bacteria are opsonized somewhat and the phagocytosis is more rapid and complete. If blood serum from a man or animal, previously injected with cul-

tures of this bacterium, be added to such a mixture, the bacteria are more thoroughly opsonized and phagocytosis is still more complete and rapid.

Now the practical part is that we can measure the rapidity and efficiency of this phagocytosis as it occurs in glass, and hence we can compare the power of different individuals in this regard, or the power of the same individual at different times. This opsonic power is to a certain extent the measure of one's immunity or vital resistance to a particular microorganism. So much for the opsonic index as an indicator of the patient's condition. On the other hand, it has been found that this opsonic index can be increased by appropriate treatment, and you have covered this portion very well. With the index high, the patient tends toward recovery; with it low, the bacteria tend to prevail.

E. C. L. MILLER.

Detroit, Mich.

NOW IS THE TIME TO ACT.

To the Editors:

The time has arrived when the druggists of the country should raise their selling prices on many lines of goods. Why? Because the goods are costing them more, and they should recoup themselves by preserving their margin of profit.

We are now going through the most remarkable period of prosperity which the country has ever experienced, and as always happens in such instances, prices have greatly advanced and wages and incomes have increased correspondingly. Manufacturers in every line of industry have found the cost of production to be slowly and constantly enlarging. The labor scale has risen; crude supplies have advanced; interest rates on money have increased; expenses of nearly every kind and sort have augmented. This has frequently forced them to charge higher prices for their goods. Why should not the retailer, compelled to meet this advance, protect himself in the same way?

Not only, however, have druggists and other retailers been made to pay larger prices for some of their supplies: they have also had other advances to meet—advances which are always realized in times of great prosperity. They have had to give their clerks larger salaries. Their rents have increased. Their living expenses have swollen. Nearly everything which they and their families use as consumers has cost them more money. But despite all this, the druggists of the country have done little or nothing to recoup themselves. The grocer, the butcher, the

*The editorial entitled "A New and Important Discovery," printed elsewhere in the present issue of the BULLETIN, was submitted in manuscript to Dr. E. C. L. Miller, the author of this letter, in order that we might have assurances that we had handled so technical a subject accurately and without misstatement. Dr. Miller is one of the biological experts in the laboratories of Parke, Davis & Co., and he has recently spent some weeks in London with Sir A. E. Wright, the man who has done such remarkable work in the application of the opsonic theory to the treatment of disease. The importance of Wright's discovery is dwelt upon in our editorial.—THE EDITORS.

tailor—these and other merchants have pushed their prices up in self-defense. The druggist has failed to act.

Now is the time for the druggist to bestir himself. The psychological moment is here. The public mind is prepared for the change and will accept it without the customary suspicion and protest. The people understand that economic conditions have forced all prices upward, and prosperous times have given them money to meet these necessary advances.

CHAS. L. WALTON.

A SPECIMEN OF CLEAR AND LUCID ENGLISH.

To the Editors:

I received by mail recently a letter from a customer which could not possibly be misinterpreted.

Dear Sir
Please send me a nickel's
worth of calomel down on
after noon train I will ~~be~~
enclose the nickel to pay
for it now be sure and
send it down on the afternoon
train I want a nickel of
calomel send it to ~~me~~
R. Barnard
Barnes bity
Return the money ~~cloua~~
if you havent the calomel
I will send ~~me~~ nickel the in
this letter and you can send
the calomel R Barnard Send
the calomel down the afternoon ~~on~~ train

It was certainly as plain as a pikestaff! Read it and see if you do not agree with me. C. J. GRIFFIN.

Montezuma, Iowa.

"A WIND PILLOW."

To the Editors:

Yesterday a lady called in the store and said to me: "Mr. Rodgers, I want something for my sick sister, but I cannot remember the name of it." After questioning her for some time, and failing to discover the nature of the article desired, she suddenly had an inspiration: "Oh, I believe it is a wind pillow."

I sold her an invalid cushion!

Port Huron, Mich.

ED. J. RODGERS.

HOW TO PUNCTUATE.

To the Editors:

I am sending you herewith an amusing order which was handed in at the chemist's shop of Willetts & Co., in Uitenhage, Cape Colony. It is a good

*Mr Willet, you please send me medicine
for the stomach; five days long; and the
stomach; burn; so much; please send me
something to stop the stomak place; and a
bad headache; too; I did take castor oil
yesterday; and I have no appetite;*

B zwartbooi

specimen of a certain variety of South African English. I would particularly call your attention to the novel and unique method of punctuation.

Cape Town, Cape Colony.

J. C. BOYD.

"FALSE REVOLUTION."

To the Editors:

To-day I had a call for "false revolution," and upon inquiry I found that Fowler's solution was wanted. What do you think of this?

Athens, Wisconsin.

F. H. EISOLD.

IT COVERS THE GROUND.

To the Editors:

I appreciate the BULLETIN very much. It comes once a month and gives us such a valuable digest of important occurrences and developments in pharmacy that we do not have to read three or four journals a month in order to gain this information.

Lee, Mass.

WILLIAM J. CHARLES.

AN EXPERIENCE OF TWENTY-THREE YEARS.

To the Editors:

I have been in the drug business over twenty-three years. During that time I have taken all of the pharmaceutical journals of any consequence, and I must say that I am better pleased with the BULLETIN than with all the others combined.

Lafayette, Ga.

E. M. OSBORNE, Ph.G.

To the Editors:

The BULLETIN OF PHARMACY is the best drug journal I know of.

Kensett, Ia.

J. W. HURD.

BUSINESS HINTS.

Plans for a Soda Opening Day.—

The annual soda opening day is a chance for every operator of a soda fountain to show the public that there will be something doing there all season. Don't be stingy. Spend a little money for flowers, menus, souvenirs, or anything to attract trade. It will pay you a thousand times over. This is your great opportunity. Make the effort of your life to have a good beginning; it will mean everything to you in the months to come. But after this effort don't sit back and think that now you have done enough. You really have but started on your soda-water campaign. If you backslide you have wasted both opportunity and effort.

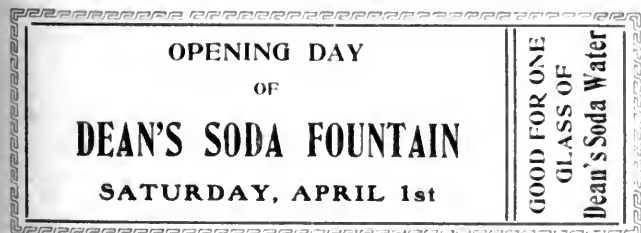
Here are a few ideas for opening day: If your fountain is a new one your field is unlimited; if it is not, you have equally as good a foundation to work on. Polish it up to the point of newness and always keep it so. No matter how handsome a fountain may be its beauty will be marred by uncleanness. You cannot afford to have it anything but immaculate. Your dispensers must be spotlessly clean and an air of purity must prevail about the entire premises if you would be a successful merchant.

Decide on the date and be ready on time. Send out neat cards or invitations stating that you will have an "Opening." Give date and hours.

James Whitmarsh & Sons
Cordially invite you to attend the
ANNUAL OPENING
of their
Drug Store, Saturday, April 1st,
Bidwell, Ky.
2 to 10 p.m.

Molán
Requests the honor
of your presence at the
opening of his new
SODA FOUNTAIN,
Peyton, Pa.,
Saturday April 1st,
8 to 10 p.m.
Music.

These may be sent out on regular invitation stock or cards; or a dainty card may be printed as follows:



This card may be used with or without the coupon, and instead of being mailed may be given free to each customer with a purchase of a certain amount, given to men who buy a stated number of cigars, etc., or to children who patronize the store. It will draw trade.

Souvenirs are inexpensive and are almost indispensable. A flower, a delicate sachet, a tiny trinket, a dainty menu card may be used with good effect. If you can get music by all means have it. Don't put it at the door, but in some secluded place in the store. A novel scheme was worked out by a

soda-water dealer in his opening in New Orleans during Mardi Gras last year. He sold all his soda checks in sealed envelopes. These were placed in a basket and each person picked out his own. The checks were printed on tiny cards made to fit the envelope. On the back of one card was written: "Present this at the cashier's desk and get a five-dollar bill." On ten of the other checks was written: "Present this at the cashier's desk and get five 10-cent checks." This was well advertised by such signs as "A \$5 Bill is Going to be Sold for 10 Cents Here Tuesday." "Do You Want Five Dollars?" "Some One is Going to Get Five Dollars." "Five Ten-cent Checks for 10 Cents." The day was cold, but that soda-water dealer sold all of the 1000 envelopes with checks he had prepared. The winner of the five-dollar bill was a pretty girl from St. Louis.

Many readers of the BULLETIN have soda openings annually, and these have been described on a number of occasions—on page 166 of the BULLETIN for April, 1906, for instance, while the subject was even more exhaustively presented in the BULLETIN for April, 1905. One of the drug firms to have an opening in 1906 was Wallace & Bohn, Myrtle and 14th Streets, Detroit, Mich. A handsome little stitched booklet was gotten out to advertise the event, and Wallace & Bohn would doubtless be pleased to send a limited number of copies to druggists who enclosed a two-cent stamp with their request.

A Special Form of Check for Paying Bills.—

The check shown in reduced facsimile in the accompanying cut was explained by Henry C. Blair at a recent meeting of the Philadelphia College of Pharmacy. By the use of this check, Mr. Blair declared, the most complete and



safest kind of a receipt is obtained. Furthermore, it saves the time and trouble of securing and filing a receipt of the regular sort, since a check, which must be filed anyway, is in this case sufficient for the purpose. Any dispute arising about the amount paid is at once settled by the direct evidence of the amount paid by the bank. So far as the recipient of the check is concerned, he is saved the trouble of writing out a receipt, and the expense of mailing it.

Mr. Blair explained that when he receives bills he enters them on a daily calendar ten days beyond the present date. Each morning the bills on the calendar for that day are paid wherever there is a discount for cash allowed—otherwise they go over for thirty days. Forgetting to pay a bill means a loss of a ten-day discount. Mr. Blair's checks for the past two years show a large amount of money saved in discounts, and he has many times over reimbursed himself for the expense of printing the special check book.

The BULLETIN may add by way of personal comment that receipt vouchers of this type are now being used very gen-

erally by large mercantile houses. They are in accordance with the short-cut and scientific methods of the day, and they make for efficiency and economy.

A Wall-paper Ad.—

A. D. Lemmon, of Guthrie Center, Iowa, has several times been cited in this department of the BULLETIN as a druggist who has made strenuous and successful efforts to offset the inroads of the great mail-order houses in Chicago.

BUY YOUR WALL PAPER OF A CATALOG HOUSE!

Buy Your Paper of a Catalog House

AND TRIM IT YOURSELF WITH A PAIR OF SCISSORS, or pay a paper hanger Sets a bolt. Buy it of us and we trim it for you FREE OF CHARGE

Buy Your Paper of a Catalog House

AND MAKE YOUR SELECTIONS FROM A FEW SMALL SAMPLES. Buy it of us and make your selections from a large stock of OVER 300 PATTERNS.

Buy Your Paper of a Catalog House

AND PAY FOR YOUR PAPER BEFORE YOU SEE IT. You will have to wait a week or two after ordering it before you get it. You pay the freight charges, also storage charges if the roads are bad or something unforeseen comes up preventing you from getting your paper immediately upon its arrival here.

Buy it of us and go away with all of this. We allow you credit on all unused paper returned to us. If you lack a few bolts of having enough, phone us and we will send it out to you with only a few hours delay.

Look over our Remnants, odds and ends from last Fall's stock just the thing for that kitchen or upstairs bedroom. If you want a paper hanger, we will furnish you with first-class workmen, all work guaranteed.

We would advise all prospective Wall Paper Purchasers, who intend coming in on Saturdays, to come in early and make your selections before doing your other shopping. It gives us more time in which to get your paper trimmed and ready for you to take home with you.

Lemmon's Drug Store,

Both Phones No. 4.

Guthrie Center, Ia.

We are reproducing this month another one of Mr. Lemmon's newspaper ads.—this time devoted to the subject of wall-paper. Note the arguments in favor of buying wall-paper at home. We have Mr. Lemmon's assurances that this sort of advertising has enabled him to maintain and enlarge his business, despite the competition of the Chicago houses.

As to Selling Goods on Sunday.—

It is curious how druggists differ on the subject of Sunday business. Some of them long for Sunday closing in order that they may have a portion of that recreation which almost everybody else in the community enjoys. Others kick like steers when voluntary Sunday closing is suggested, or when some local ordinance or law is passed making it compulsory. There's no accounting for human nature. This brief excursion into philosophy is suggested by a blank which the BULLETIN has received during the last month, and the authorship of which is unknown to us. It came in our mail. It read as follows:

I hereby declare that the article..... purchased by me this day..... is a necessity, and am willing to testify to the above as being true.

NAME.....

Across the face of the blank the sender wrote as follows: "This is the only way I sell anything on Sunday."

Two or Three Paint Ads.—

The season of the year is now approaching when paint is in demand. As soon as the weather clears up a bit, people will begin to think of painting their houses. The thrifty housewife will also have a floor or two somewhere that needs

Morris Says—

There's a lot of short measure Paint on the Market

B. P. S. Paints are full measure. A gallon can measures $6\frac{3}{4}$ inches in diameter, $7\frac{1}{4}$ in height—and holds ONE GALLON, standard measure.

Are you buying full measure, strictly pure paint, or are you paying for a gallon and not getting it?

B. P. S. Paints are honest in measure—honest in quality—honest in price

Get our card of colors

D.W. Morris & Son
Druggists



Morris Says ==

**BUYING PAINT IS LIKE
TRADING SIGHT UNSEEN**

All labels are attractive, all color cards read well, but what about the paint?

Demand the proof of quality—here's ours—from a source that's reliable

To D. W. Morris & Son.

I have made an analysis of B. P. S. Paint, and find it to be a pure Lead, Zinc and Linseed Oil Paint, free from adulteration and up to the claims of the manufacturers. Yours truly, E. H. S. Bailey, Professor Chemistry, University of Kansas

The best time for painting will be with the opening of spring. Call and get color card and let us talk it over with you.

D. W. MORRIS & SON

DRUGGISTS

attention. Last year at this season D. W. Morris & Son, of Emporia, Kansas, ran a number of newspaper ads. on the subject of paint. It paid them so well that they were moved to send some of the ads. in to the BULLETIN. Two of them are shown in the accompanying reproductions.

Sampling Hair Tonic.—

A certain druggist prepared a hair tonic that had merit, writes Joseph F. Hosteley in *Merck's Report*. For several weeks he displayed it prominently, first in one show-window, then in the other, and then made a case display of it, all the time keeping several bottles of the tonic on the counter near the scales, where he could call the attention of customers to it as he wrapped their purchases; a customer very often affording the druggist an opening to the subject by picking up one of the bottles. He would say: "Mrs. Brown, there is a hair tonic that I have prepared myself, and I am somewhat

proud of it. It contains ———. The growth of the hair is stimulated and the scalp put in a healthy condition. It does not change the color of the hair, but by its tonic action keeps the hair 'young.' I will put you up a sample of it that you may try. Just a moment, please." Now, the druggist felt that much of the value of this advertising lay in the fact that the customer was made to feel flattered by it; the sample was prepared especially for him or her.

A Souvenir of the Store.—

In sending us the postal-card reproduced in the accompanying engraving, Milo Bolender, of Sparta, Michigan, writes as follows: "In keeping with the souvenir postal-card fad, we sent to our customers, and to those whom we would like



to have for customers, cards like the enclosed, the illustration being that of the interior of the store. These were mailed with the season's greetings during Christmas week. They proved a very good means of advertising."

Advertising to Physicians.—

A. C. Huthwelker, located at the junction of Saratoga and Pearl Streets in Baltimore, believes in advertising to the physicians in an effort to increase their patronage. He often sends out circular letters to the medical profession of Baltimore. Recently he sampled the doctors with a new preparation of his, and the following letter, written in imitation typewriting on Mr. Huthwelker's letter-heads, and signed personally, was sent out in conjunction with each sample:

DEAR DOCTOR:

I take the liberty of sending you herewith a sample of Malted Cod Liver Oil with Hypophosphites, which excellent remedy, upon the suggestion of several prominent physicians, I have placed upon the market. In its preparation I have utilized the skill and experience of a business career of nearly thirty years, and I have endeavored to make the product very palatable as well as adapt it to the most delicate stomachs. At the same time, the therapeutic value of its ingredients is not in the least diminished. Each tablespoonful of this combination contains fully forty per cent of pure Norwegian Cod Liver Oil, five grains of the combined salts of Hypophosphites of Soda and Lime (chemically pure), and forty per cent of pure plain Malt extract, prepared expressly for me by Messrs. Parke, Davis & Co.

You will also observe that this preparation, unlike many others, flows smoothly, and it is therefore easy for any one to pour out a proper dose. The viscid nature of some cod-liver oil remedies is entirely avoided, and yet the merits of the product are undiminished. Please give the accompanying sample to one of your patients and by a trial convince yourself of its superiority.

I intend to place this production only before the medical profession. It is put up in full pint bottles at \$1.00 each, and in seven-ounce bottles at 50c each, so that it will be within the reach of every one. Kindly

prescribe Huthwelker's Malted Cod Liver Oil with Hypophosphites and your druggist will supply it.

Thanking you in advance for your consideration, and assuring you that it will be my pride to gain your confidence and respect with this preparation, I am,

Yours very truly.

Advertising a Corn Cure.—

Dr. George J. Ward, the druggist of St. Clair, Michigan, puts up a "Safe and Sure Corn Cure Plaster" which he advertises quite extensively. In a recent circular Dr. Ward reproduced the following poem by James Whitcomb Riley, entitled "How to Cure a Corn:"

Prune your corn in the gray of the morn
With a blade that's shaved the dead.
And barefoot go and hide it so
The rain will rust it red;
Dip your foot in the dew and put
A print of it on the floor,
And stew the fat of a brindle cat.
And say this o'er and o'er:
Corny! morny! blady! dead!
Gory! sorey! rustyl red!
Footsy! putsyl floory! stew!
Fatsy! catsy!
Mew!
Mew!
Come grease my corn
In the gray of the morn!
Mew! mew! mew!

Elsewhere on the circular Dr. Ward had a few words to say regarding the efficacy of his corn plasters, and then gave a dozen or more brief testimonials from pleased and relieved purchasers of the product.

Hot-water Bags and Fountain Syringes.—

The following "talk" on hot-water bags and fountain syringes is clipped from a recent booklet gotten up by the William B. Riker & Son Co., the large firm of retail druggists in Greater New York:

The worst thing about rubber is that you can't tell by looking at it whether it will last or not. There is scarcely anything that comes out of a drug store that you have to take more on faith than a syringe or hot-water bag, and a syringe or hot-water bag is an extremely valuable thing, but when they leak—!

We want to have you feel sure that anything that is sold you in the Riker Drug Stores is absolutely dependable. We do not have any "fancy" prices. You get the full return in quality for every penny you spend, for, even at the lowest prices, you may be sure of getting an article that will be thoroughly satisfactory and one that will give a measure of service far in excess of what you might expect to get for the money.

For instance—Notice our SPECIAL HOT-WATER BAG for 59 cents, which is guaranteed for one year. If any defect develops in this bag while the guarantee is in force, you may have a new bag without charge.

Here is another Riker Special in the COMBINATION HOT-WATER BAG AND FOUNTAIN SYRINGE for \$1.98.

This we also guarantee for one year, but we have known them to last through five years of hard usage.

Distributing Advertising Matter.—

W. R. Scudder, 95 Belleville Avenue, Newark, New Jersey, uses a very clever method for the distribution of his little drug-store paper. He arranges with the news-dealers to slip it inside the sheets of the Sunday papers, so that the people of Newark, when they sit themselves down comfortably on Sunday morning to read their favorite news sheet, are confronted with a copy of Mr. Scudder's little journal. This method of getting past the portals of one's house into the interior, and striking the individual at a time when he is in a receptive and comfortable mood, will commend itself to other druggists who are anxious to make the most of their advertising possibilities.

STATE BOARD QUESTIONS.

The BULLETIN has been requested so many times, both by clerks and proprietors, to publish board of pharmacy questions that it has decided to print a full set every month in this department of the journal.

AN OHIO EXAMINATION.

PHARMACY.

1. What are official pharmaceutical preparations?
2. How many grammes of diluted Sulphuric Acid can be prepared from 100 grammes of official Sulphuric Acid?
3. Potassium Chlorate: (a) What is its solubility in water at 59° F.? (b) Name three inorganic bodies which, when triturated with it, are liable to cause an explosion.
4. In what respects does Monsel's Solution differ from solution of Ferric Sulphate?
5. Aqua Chloroform: (a) State how it is prepared. (b) Why should there always be an excess of Chloroform present?
6. How many cubic centimeters are obtained in five fluid-ounces of water?
7. Name the official infusion which is directed to be made by the cold process. State why such directions are necessary.
8. Give a general formula for the preparation of fluid-extracts.
9. Name the process by which the following are prepared: (a) Prepared chalk, (b) sulphur.
10. What effect has exposure to the atmosphere upon the following: (a) Potassium Carbonate, (b) Borax, (c) Epsom Salt, (d) Potassium Iodide?
11. How many grains of Cocaine must be added to 4 fluidounces of distilled water to make a 2-per-cent solution?
12. Give reasons why infusions should not be prepared by diluting Fluidextracts.
13. How many grains of powdered opium are there in 200 grammes of Dover's Powder?
14. Translate the following terms: (a) Alt. hor., (b) Ana, (c) Coch. Mag., (d) S. A.



FOUR A. PH. A. SNAPSHOTS.—The four groups shown on this and the opposite pages were snapped at the annual meeting of the American Pharmaceutical Association last September in Indianapolis. Of the present view the lamented and patriarchal Ebert is the central figure. Reading from the left, the men are Arthur Timberlake of Indianapolis; Albert M. Roehrig of Staten Island, N. Y.; Mr. Ebert; P. C. Candidus of Mobile; E. G. Eberle of Dallas, Texas; and Prof. C. S. N. Hallberg of Chicago.



FOUR A. PH. A. SNAPSHOTS.—This group, snapped just outside the entrance to the Claypool Hotel, comprised T. R. Thoraburg of Indianapolis; John L. Etzel of Clear Lake, Iowa; E. J. Kennedy of New York; Thomas V. Wooten of Chicago; Charles C. Sherrard of Angola, Ind.; and Prof. Willis G. Gregory of Buffalo.

15. What are the constituents of Aromatic Sulphuric Acid?
16. Describe the form and appearance of crystals of Potassium Iodide and Potassium Nitrate.
17. How and from what would you prepare Boroglyceride?
18. What shape percolator would you use in making Tr. Arnica? Why?
19. What excipient would you use in making pills from the following: (a) Sulphate Iron, (b) Phosphorus, (c) Nitrate Silver, (d) Quinine Sulphate?
20. Why is Glycerin added to the menstruum in preparing some fluidextracts and tinctures?

CHEMISTRY.

1. Explain the meaning of saponification value of a fixed oil or fat.
2. Define a Carbohydrate. Give an official example.
3. How is Tartaric Acid made? Give its chemical formula.
4. What change occurs in Sodium Phosphate when heated to redness?
5. Give outline of U. S. P. process for Assay of Cinchona.
6. Give a chemical test to distinguish Morphine from Quinine.
7. How can you detect Glucose in Syrup?
8. Explain the use of indicators in titrations. Name two substances used as such.
9. Write out in chemical equation the reaction which occurs in making Diluted Hydriodic Acid U. S. P.
10. Complete the following reactions and name the products obtained: $\text{Ca}(\text{H}_2\text{PO}_4)_2 + \text{K}_2\text{CO}_3 = ?$ $(\text{NH}_4)_2\text{SO}_4 + \text{Ca}(\text{OH})_2 = ?$
11. Give tests of identity for the following: Na_2SO_4 , Li_2CO_3 .
12. Give chemical formulas for the following: Strontium Bromide, Potassium Acetate, Ferrous Sulphate, Sodium Phosphate.
13. Give occurrence, chemical and physical properties of Copper.
14. How can you detect uncombined Phenol or Salicylic Acid in Phenyl Salicylate?

15. Explain fully the method used to estimate the strength of Ammonia Water.
16. Give outline of U. S. P. Assay of Pepsin.
17. What percentage of sugar does urine contain, if it requires 12.5 Cc. of urine to reduce 10 Cc. Fehling's Solution? 1 Cc. Fehling's Solution = .005 Gm. Glucose.
18. What chemical change occurs when Sodium Hydroxide is exposed to the atmosphere?
19. What is the action of Charcoal when used in the manufacture of Sulphurous Acid?
20. What is Nessler's Reagent, and what is its use?

MATERIA MEDICA.

1. (a) What are seeds? (b) Roots?
2. What is meant by the natural order of plants? Give four examples from different orders.
3. State difference between an organic and inorganic drug and give an example of each.
4. Give official name and source of two organic acids.
5. Cusco: What is meant and from what obtained?
6. Give name and source of two digestive ferments. Upon what kind of food do they act?
7. To what classes of drugs do the following belong: Atropine, Camphor, Thymol, Menthol?
8. Give source of each of the following: Sevum, Scopolia, Glandulae, Thyroides, Siccæ, Gelsemium.
9. Give English names for the following: Sapo Mollis, Zea, Krameria, Xanthoxylum.
10. Pepsin: How and from what obtained? How determine its digestive power?
11. Give derivation and habitat of Rhubarb. How is it prepared for market?
12. What is Scammony? From what part of the plant and how is it obtained? What is its medicinal use?
13. Name the official Cinchona barks and the official Cinchona alkaloids.
14. Give active principles of Jalap, Leptandra, Physostigma, Quassia.
15. How and from what is Benzoic Acid obtained? How distinguish the different kinds?
16. Describe Opium as it appears in the market. Name its principal alkaloids. What is the minimum amount of morphine it should contain?
17. Give origin and habitat of Pilocarpus. Name its official alkaloidal salts.



FOUR A. PH. A. SNAPSHOTS.—Frank E. Holliday, well known as an ex-chairman of the Executive Committee of the N. A. R. D., and at present as the vice-chairman of the Committee on Proprietary Goods of the N. W. D. A., flanks this group at the left. The other figures are F. W. Meissner, recently elected to membership on the Board of Trustees of the U. S. P.; Prof. George C. Diekmann, of the New York College of Pharmacy; Joseph Weinstein, of the New York Board of Pharmacy; and Frank H. Freericks, promoter and secretary of the Druggists' Fire Insurance Co.

18. What is the official name (Phar. 1900) for Arsenic? What is required for purity?
19. What is the chief source of Caffeine? What are the official preparations from Caffeine?
20. Name a drug used as a (a) Diuretic, (b) Styptic, (c) Vesicant, (d) Anthelmintic.

TOXICOLOGY.

1. Define a chemical antidote.
2. In what stage of poisoning is a chemical antidote effective? Why?
3. Name a chemical antidote for Silver Nitrate. What is formed?
4. What potassium salt is recommended as an antidote for morphine?
5. In overdoses of morphine or opium, strong coffee is recommended: will strong tea answer as well? Why?
6. Why is Caffeine much used in headache powders?
7. Why are Atropine and Morphine prescribed in combination?
8. Name the poisonous principle in Essential Oil of Almond.
9. What is the antidote for this principle?
10. Will the same antidote answer for Potassium Cyanide? Why?
11. What, if any, danger is there in the free use of Potassium Chlorate internally?
12. If aqua ammonia has been taken in considerable amount what should be done?
13. Give average dose of Fluidextract Hyoscyamus.
14. Give average dose of Fowler's Solution, representing how much Arsenic.
Give average dose of:
15. (a) Heroin, (b) Ext. Nux Vomica.
16. (a) Mercuric Iodide, (b) Chloral.
17. (a) Ext. Belladonna, (b) Phenacetine.
18. What course should be pursued with prescriptions containing apparent overdoses of poisons?
19. Explain the method required for the sale of all poisons.



FOUR A. PH. A. SNAPSHOTS.—Reading from the left, these gentlemen are Dr. Reld Hunt of Washington; Myron N. Ford of Chicago; Prof. Wlibur J. Teeters of Iowa City, Iowa; William C. Powell of Snow Hill, Md.; Harry B. Mason of Detroit; and F. B. Lillie of Guthrie, Oklahoma.

PRACTICAL PHARMACY.

Comment on Some of the New N. F. Formulas.—

Paul Caldwell, writing in the *Druggists Circular*, discusses many of the formulas in the new edition of the National Formulary. Some of his comments we are reproducing:

Compound Resorcin Ointment.—This is an addition to the Formulary called forth no doubt by the popularity of a proprietary article very similar in character. The directions for making are slightly at fault. In order to get a perfectly smooth ointment the resorcinol should not be titrated with the zinc oxide and bismuth subnitrate, but should be added to the melted paraffin and petrolatum immediately before adding these to the remainder of the ointment. The zinc oxide and bismuth subnitrate ought to be rubbed up separately with portions of the lanolin, as in this way a smoother ointment may be made.

Aromatic Solution of Pepsin.—Too much cannot be said in praise of this solution, though perhaps the quantity of acid should be reduced at least 40 per cent. To my mind this is a far more palatable "essence of pepsin" than the formula under that title produces.

Iodized Carbolic Acid.—If two parts of potassium iodide were allowed to replace two of glycerin this preparation could be more easily made and the loss of iodine or carbolic acid by heat avoided. This formula could be made more practical by reversing the quantities of the carbolic acid and the glycerin and adding sufficient water to make 250 parts. It is too strong to be prescribed for either internal or external use. Physicians prescribe similar mixtures, but always in a more diluted form.

Hydrated Oxide of Bismuth.—This preparation is more easily made than the directions would seem to indicate, and it has the advantage of being easily available in making the glycerite of bismuth of the Formulary. All that is necessary is to add a sufficient amount of sodium tartrate to the proper amount of the hydrated oxide of bismuth and then the glycerin.

Two Pharmacopœial Preparations.—

E. G. Beard, in a paper read at the last meeting of the Mississippi Pharmaceutical Association, discussed two popular pharmacopœial preparations in the following manner:

COLD CREAM.

"The first of these is our old friend, cold cream; this may be made in accordance with the U. S. P., but using distilled water instead of rose water. The wax and the spermaceti should be broken into pieces and dissolved in the almond oil with a gentle heat; a hot water bath should be used. The borax and water should be heated to the boiling point, and this hot solution should be stirred slowly into the oil while it is also hot. A white cream results, which must be beaten in the usual way, and when nearly cold otto of rose should be added to perfume. No water separates from this cold cream if these directions are followed, even on long standing. To put up in jars add ten drops of formaldehyde to the pound, and if necessary to save expense, use a good grade of oil of rose geranium to perfume, instead of the otto of rose."

SOLUTION OF MAGNESIUM CITRATE.

"The other preparation is solution of citrate of magnesia. This can be made, and kept perfectly, by making the solution three times the strength, dissolving the citric acid in water by the aid of heat, adding the magnesia, and raising the solution to the boiling point. Pour into a stoppered bottle, and when cold add soluble extract of lemon, q. s., and filter. This solution will keep perfectly if, while you add the magnesia and citric acid, you also add one-fifth of a grain of benzoic acid for each bottle of magnesia. When ready to use take one and a half ounces of syrup, four ounces of the filtered solution, and water, q. s., to make a bottle of the solution of citrate of magnesia. If benzoic acid is regarded in this quantity of one-fifth of a grain to the bottle as undesirable, which I think it should not be, you will still find this concentrated solution, made and boiled as above, as very unlikely to spoil and highly convenient."

Cataplasm of Kaolin.—

In this department during recent months we have printed a number of notes regarding the new pharmacopœial product—cataplasm of kaolin. Considerable difficulty seems to be experienced in the manufacture of the substance. L. Z. Lantz, Ph.G., of Oak Harbor, Ohio, writes the *Bulletin of the American Pharmaceutical Association* that he has had much more success in making the article when he first heats the mixture of glycerin, boric acid, and kaolin for fifteen minutes, letting it cool, and then incorporating the other antiseptics. Commenting upon the manufacture of the preparation in general, Editor Hallberg writes as follows:

"The reports from many quarters that kaolin cataplasm swells after being prepared may be due to the reaction between the glycerin and boric acid, which it is supposed would be avoided by depriving the kaolin of water by heating. If the glycerin contains more than 5 per cent of water, the reaction may occur that would also occur in the cataplasm, being hygroscopic, if exposed to the air. Another factor is the variable composition of the kaolin, as shown in a recent work on 'Clays' by Heinrich Ries, Ph.D., published by John Wiley & Sons, New York.

"From the composition of these kaolins it will be observed that if the kaolin has not been thoroughly elutriated and dried it may contain considerable quantities of alkalies, which would cause the reaction. Some specimens contain notable quantities of iron, which would account for the coloration of the cataplasm due to reaction with the methyl salicylates."

A Tasteless and Transparent Preparation of Castor Oil.—

In a paper read before the New Jersey Pharmaceutical Association, Professor P. E. Hommel described the various modes of administering castor oil to make it palatable. After considerable experimentation he had found that the following formula yielded a preparation which was about all that could be desired as a palatable and transparent product:

Castor oil.....	4 ounces.
Saccharin.....	1 grain.
Oil of anise.....	8 drops.
Alcohol.....	1 drachm.

Dissolve the saccharin in the alcohol by the aid of gentle heat, and add the oil of anise; then agitate well with the castor oil.

THE DRUGGIST'S SPECIALTIES

In this department Mr. B. S. Cooban, of Chicago, a practical pharmacist of large experience in the manufacture and sale of druggists' specialties, will endeavor (1) to provide formulas that will "work" to subscribers who ask for them, to (2) give advice concerning labels and packages, to (3) render suggestions regarding advertising methods, and (4) not less important, to publish in turn formulas for successful specialties which readers themselves are cordially invited to contribute. All correspondence should be addressed to "Specialties Department," BULLETIN OF PHARMACY, P. O. Box 484, Detroit, Michigan; and all inquirers should conform to the conditions which are stated over the adjoining department of "Queries."

Dental Anesthetic.

M. R. C. wants a formula for a local anesthetic to be used in the painless extraction of teeth. He says he has tried several combinations with indifferent success. If our friend had been thoughtful enough to state what he had tried it would have simplified matters.

All local anesthetics have for the principal factor cocaine or eucaine. Various combinations have been tried with a view of overcoming the bad, even dangerous, effects of the cocaine. The effect depends largely upon the care used in injecting. The needle should be used on both sides of the gum, getting down as near the socket as possible.

The combination most used is: Cocaine hydrochlorate, $\frac{1}{2}$ grain; morphine sulphate, $\frac{1}{2}$ grain; atropine sulphate, $\frac{1}{200}$ grain. This is for one injection, and the formula comes in tablet form. Parke, Davis & Co. recommend a tablet for this purpose containing $\frac{1}{300}$ grain adrenalin chloride and $\frac{1}{6}$ grain cocaine hydrochlorate. The adrenalin prolongs the action of the cocaine and lessens the hemorrhage.

Very few of the dentists in Chicago are using cocaine, having abandoned it because of the bad effect on many persons. Many of them are using ethyl chloride when gas is not available, with very satisfactory results.

Cooban's Massage Cream.

C. P. P. Co.—After considerable experiment we devised a formula for massage cream last year, and it was printed on page 172 of the BULLETIN for April, 1906. It has since been quite widely used by pharmacists, and published extensively in different pharmaceutical journals. The formula was as follows:

Skimmed milk	1 gallon.
Hydrochloric acid	1 fluidounce.
Boric acid	1 ounce.
Oil of bitter almond	20 drops.
Oil of rose geranium	30 drops.
Oil of sweet almond	$\frac{1}{2}$ fluidounce.
Solution of carmine	sufficient to tint.

Add to the milk one gallon of hot water—hot enough to raise the temperature to about 80° F. Mix the hydrochloric acid with one pint of water, and add this to the diluted milk slowly, with constant stirring sufficient to completely coagulate the casein, which separates in a finely divided condition. Allow to stand for an hour, collect the precipitate on cheese-cloth, and after draining return the mass to the vessel and add two gallons of water. Stir the coagulum, breaking up any masses that may form; pour off the water and wash again. It is necessary that all of the acid and whey be washed out of the casein. Collect on strainer and squeeze out all the water possible, then transfer to a mortar or other suitable vessel and incorporate the boric acid. Transfer to a cheese-cloth bag, suspend this from a shelf or other suitable place, and

allow it to hang for thirty-six or forty-eight hours, squeezing the bag occasionally. The mass contracts and forces water from itself, and it will take about two days to get it all out.

The casein will then be found quite dry and granular. Transfer it to a mortar, rub it as fine as possible, put in about one ounce of dilute alcohol (enough to moisten), and then add the oil of sweet almond and perfume. Tint the product with the solution of carmine. Add sufficient water to form a soft paste, beat all together until uniformly mixed, and then run through a paint mill and bottle it at once, or else put it up in collapsible tubes. It dries out very rapidly, and must be put into packages immediately.

It must be remembered that casein will hold just a certain amount of moisture, and while it may seem to take up a quantity, any excess will be thrown out on standing. It is impossible to state just the amount of water to use before grinding; this must be arrived at by experience. It is better to have the product a little dry and then moisten it when used, than to have your preparation unsightly from rejected moisture after the package has been placed on sale.

Suggestions for the package and label of this specialty were made in the original article. See the BULLETIN for April, 1906, or send 10 cents to the publisher for a copy.

He Wants Information!

C. M. H. wants a formula for a rose cream that will yield results; a formula for a face powder; a liquid whitening; opinion on a formula for a hair tonic; and a "filler" for condition powders.

TOILET CREAM.

There have been so many formulas for creams published in the BULLETIN that it would seem as if any one's wants in this line could be supplied. In this department for May, 1906, and also on page 323, August, 1906, will be found good formulas that have proved satisfactory. Many others can be found by referring to the annual indexes of the BULLETIN, published in the December issues.

FACE POWDER.

We take the following formula for face powder from the "Era Formulary:"

Zinc oxide (Hubbuck's)	1 pound.
Precipitated chalk	6 pounds.
Powdered talc (white)	1 pound.
Corn-starch	2 pounds.
Extract of white rose	1 ounce.
Extract of jasmine	1 ounce.
Extract of orange flower	1 ounce.
Extract of cassia	1 ounce.
Extract of musk	$\frac{1}{4}$ ounce.

Mix all together and pass through bolting cloth. Any other perfume may be used.

We do not know just what you mean by a "liquid whitening," but as you mention it following the face powder, we take it that you want a liquid face powder. You will find a good formula on page 440 of the BULLETIN for December, 1906.

HAIR TONIC.

We do not think much of your formula for a hair tonic. Some years ago preparations of this character (containing lead and sulphur) were much in vogue, but are rarely used now, and should not be recommended. You will find in this department for May, 1906, a formula for a hair tonic that we have used for a number of years. It has proved very satisfactory.

Your formula for condition powder is a good combination. Manufacturers use as fillers in stock foods, fine middlings, ground flaxseed, and ground oil cake. The latter, as you know, is flaxseed after the oil has been expressed.

Metal Polish.

H. G. F. wants a formula for a good, reliable polish for copper. Oxalic acid is one of the best cleaners for copper and brass; it may be combined with rottenstone, tripoli, crocus martis, water, and various fats. The putz pomade is one of the most satisfactory mixtures, being cleanly and reliable. We borrow this from the "Era Formulary:"

PUTZ POMADE.

Oxalic acid	1 part.
Peroxide of iron	15 parts.
Powdered rottenstone	20 parts.
Palm oil	60 parts.
Petrolatum	4 parts.

Pulverize the acid and add the rottenstone and rouge, mixing thoroughly. Sift to remove all the grit, and then gradually add the palm oil and petrolatum and incorporate. Add oil of mirbane or lavender to suit.

Apply with a piece of flannel, rubbing off with a piece of soft paper, and polishing with chamois.

The finest grade of iron oxide or crocus martis is known on the market as jeweler's rouge.

If preferred, one can use a solution of oxalic acid (1 ounce to the pint), in which is suspended sufficient rouge and whitening, or rottenstone or tripoli, to make a creamy mixture: this is effective, but not as cleanly as the paste.

Gargle and Mouth-wash.

J. B. N. wants to know how to make a slightly preparation of tincture of myrrh and chlorate of potash to be used as a gargle and mouth-wash. This can be accomplished in several ways. A good plan is to use borax as a solvent of the myrrh, macerate the two in water for several days, and filter. Or a very good emulsion can be made with honey:

Tincture of myrrh.....	1 fluidounce.
Strained honey	1 fluidounce.
Saturated solution of chlorate of potash	14 fluidounces.

Mix the tincture and honey thoroughly, add the solution of chlorate of potash, and shake.

This will hold together for some time (an experiment shows no separation after five days); but perhaps the most rational method would be as follows:

Powdered myrrh	½ ounce.
Glycerin, alcohol, of each.....	2 fluidounces.
Saturated solution of chlorate of potash	12 fluidounces.

Rub up the myrrh and glycerin to a smooth, creamy mixture, add the alcohol and saturated solution of chlorate of potash, macerate for five or six days, with occasional agitation, and finally filter.

Arnica Salve.

J. M. C. wants a formula for an arnica salve, or other good general healing salve. Here is a good one:

Solid extract of arnica.....	2 ounces.
Resin cerate	16 ounces.
Raisins (seedless)	16 ounces.
Fine-cut tobacco.....	1 ounce.
Petrolatum	4 ounces.
Water	sufficient.

Boil the raisins and tobacco in two pints of water until exhausted. Express the liquid and evaporate to eight ounces; remove from the fire and, when cool, incorporate the extract of arnica with the liquid. Melt the resin cerate and petrolatum, remove from the fire, and incorporate the aqueous extract.

Other formulas will be found in back numbers of the BULLETIN. The compound resorcin ointment published last month in this department is a most excellent ointment, if not too expensive for you. The resin cerate of the Pharmacopoeia is a good one for general use.



A HANDSOME DRUG STORE IN NORTHERN MICHIGAN.—The Stafford Drug Co., of Marquette, Mich., have one of the best fitted and most attractive stores in the entire State. Proof of such a statement may be found in the pictures on this and the opposite pages of the BULLETIN. The store was founded over 50 years ago by H. H. Stafford, who established the first pharmacy in that part of the State. Mr. Stafford is now retired and lives in Newton, Mass. E. O. Stafford is the present manager of the company, and that he is an aggressive, resourceful, and up-to-date druggist is evidenced by the character of his establishment.

Silver Mixture.

R. M. G. wants a formula for a compound silver mixture for veterinary use. We are very sorry not to be able to assist our friend. The article in question is made in New York, but is not to be had in this market (Chicago). We know nothing of it. It is used for bone and bursal lameness in horses. Various caustic remedies are used in these cases, notably iodine and mercuric chloride, but we are unable to find any information regarding a silver salt.

Why not make a proximate analysis of the article, ascertain the component parts, and then with a little experimentation devise a formula?

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Dispensing Pepsin in Powders with Other Drugs.

C. W. M. J. submits the following prescription for our criticism:

Sparteine sulphate	3 grains.
Caffeine	6 grains.
Pure pepsin	1/2 drachm.
Cerium oxalate	1 drachm.
Sodium phosphate	2 drachms.

Mix and divide into 12 powders.

C. W. M. J. remarks: "After these powders were prepared they were damp. The weather not being wet, but on the contrary cold and dry, I could not account for it unless it was due to the sodium phosphate. I finally dispensed the powders in waxed papers."

If you will look up the article on sodium phosphate in the U. S. P., you will see that the salt contains twelve molecules of water. This would readily explain the presence of moisture in your powders, for you understand that pepsin is very susceptible to water. A proportionate amount of the dried salt of sodium phosphate would probably have overcome this difficulty to some extent, although it may be said that pepsin should never be dispensed in powder papers. Konseals would have been much better in this instance.

Regarding a White Precipitate in Essence of Lemon.

"Subscriber" writes as follows: "Essence of lemon containing 5 per cent by volume of oil of lemon, and 85 per cent by weight of alcohol, will often produce a white precipitate resembling coagulated albumen, if put in a cold place. What is the precipitate? How can it be overcome without increasing the alcoholic strength?"

The foregoing was submitted to Dr. J. M. Francis for his opinion, with the following result:

"An essence or tincture which is composed of 85-per-cent alcohol, and which contains 5 per cent by volume of oil of lemon, is very nearly saturated with the essential oil. Consequently, if such a solution is rendered very cold it is likely to become hazy. Even under such conditions, however, we should not expect any precipitate to form, such as is



A HANDSOME DRUG STORE IN NORTHERN MICHIGAN.—The Stafford Drug Co. installed this beautiful soda fountain equipment only a year or two ago, and an all-the-year soda business is done. The services of two soda boys are constantly required. Altogether the Stafford Drug Co. employs nine or ten people. The Stafford store is the agency for the National Cigar Stands Co., the Rexall goods, and Vinol. The 'side-lines' include cameras and photographic supplies, stationery, and a large assortment of Huyler's candy. Asked what particular trade policy he followed, Mr. Stafford replied: "In every line we carry we aim to secure the very best. We find that you can educate your trade to buy good goods, and that it is much more satisfactory to handle them than to sell the ordinary run of merchandise."

clearly indicated in this letter. Of course, the better grades of essence of lemon are made by combining an extract of the fresh lemon peel with alcohol and the oil of lemon, the result being that the essence will contain a greater or less amount of extractive derived from the lemon peel. Even with such an essence as this we should not expect any permanent precipitation to take place, and if this were the case we would be inclined to think that the essence had not been properly made. We suggest that, in case one has a stock of this kind, it would be desirable to subject it to a low temperature for several days and then filter it while it is still cold. If any oily drops separate out it might be desirable to add a small quantity of alcohol in order to prevent loss of the oil of lemon."

Regarding the Effervescent Solution of Magnesium Citrate.

R. B. C. writes as follows: "We make a stock solution for effervescent magnesium citrate and use this formula:

Magnesium carbonate	5 ounces.
Citric acid	10 ounces.
Water	48 ounces.

We filter this, and find that upon standing a week or so a solid crystalline mass forms, which resists all attempts to dissolve it. Can you suggest a remedy?"

The magnesium citrate which is formed in the reaction between citric acid and magnesium carbonate is of variable composition, depending upon the amount of acid or base present. If insufficient citric acid is used, the normal salt only is formed: this is very slightly soluble in water and finally crystallizes out. It is necessary to use sufficient citric acid to form the acid salt, for this is very soluble in water.

The submitted formula calls for 5 parts of magnesium carbonate and 10 parts of citric acid, which is more than sufficient for the formation of the normal salt, but which is insufficient for the formation of the acid salt, a mixture of the two probably being present. To form the acid salt, 5 molecules of citric acid are required for every molecule of magnesium carbonate; therefore, in the above formula the amount of citric acid must necessarily be increased from 10 ounces to a little more than 11 ounces—accurately speaking, to 11.2 ounces.

If this change is found not to give satisfaction, an increased quantity of water is advised: this will tend to maintain a solution.

Disposing of Troublesome Grass.

W. A. B.—For cleaning gravel walks or tennis courts of grass that *will* insist upon growing, any of the following methods may be used:

- I. Gas-tar liquor.
- II. Rock salt (cattle salt).
- III. Hydrochloric acid.
- IV. Sulphuric acid.
- V. Fresh lime-water.

The gas-tar liquor must be poured out a few times in succession, and must not touch the tree roots and borders of the paths. This medium is cheap. Cattle salt must likewise be thrown out repeatedly. The use of hydrochloric and sulphuric acids is somewhat expensive. Mix 60 parts of water with 10 parts of unslaked lime and 1 part of sulphuric acid in a kettle, and sprinkle the hot or cold mixture on the

walks by means of a watering-pot. If lime-water is used alone it must be fresh—1 part of unslaked lime in 10 parts of water.

Compound Mixture of Hydrastis.

T. J. P.—The following formula is believed to furnish a typical preparation of this class:

Rhubarb	320 grains.
Golden-seal	160 grains.
Cinnamon	160 grains.
Potassium carbonate.....	320 grains.
Pancreatin	64 grains.
Pepsin	64 grains.
Syrup	2 fluidounces.
Water	2 fluidounces.
Simple elixir	6 fluidounces.
Diluted alcohol	sufficient.

Mix the rhubarb, golden-seal, and cinnamon, reduce to a powder, and percolate with diluted alcohol so as to obtain 6 fluidounces of percolate. To this add the potassium carbonate and pancreatin, agitate occasionally for twenty-four hours, mix with the pepsin previously dissolved in the water, filter, and lastly add the syrup and elixir.

An Incompatible Prescription.

T. R. T. submits the following prescription for criticism:

Fowler's solution	5 drachms.
Tincture of iron chloride.....	1 ounce.
Glycerin	2 ounces.
Water, q. s.....	8 ounces.

Fowler's solution is alkaline, due to the presence of potassium bicarbonate and perhaps some normal potassium carbonate also. This carbonate neutralizes part of the free hydrochloric acid contained in the tincture of iron, forming potassium chloride and carbon dioxide. Some effervescence would doubtless result as a consequence, although it does not appear that the therapeutic properties of the mixture would be seriously affected.

Cleaning Copper Articles.

H. G. F.—Make a mixture of powdered charcoal, very fine, 4 parts; spirit of wine, 3 parts; and essence of turpentine, 2 parts. To this add water in which one-third of its weight of sorrel salt or oxalic acid has been stirred, and rub the objects with this mixture.

Short Answers.

E. E. B.—We are not able to give you a formula for what you call "gun oil." The interior of gun barrels is usually preserved from rust by the use of petrolatum, while sperm or sewing-machine oil is customarily employed around the locks and on the outside of the barrels.

J. L. F.—We are unable to find any method of restoring the black color to hard rubber which has become greenish in tint. A process for softening rubber which has become hard and brittle was printed on page 525 of the December, 1906, issue of the BULLETIN.

H. B. M.—A formula for red fire was printed in this department of the BULLETIN two months ago. If there are other colors that you have in mind, please mention them specifically.

G. P. L.—We are not able to give you a formula for the proprietary laxative pills mentioned by you. Have you ever tried the compound cathartic pills of the U. S. P.?

A. A. L.—We are unable to give you a formula for the proprietary ointment mentioned.

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EDITORIAL.

A WORD FROM THE SENIOR EDITOR.

Realizing that business interests which have claimed most of my time for a number of years should henceforth receive an undivided attention, I have decided to withdraw from pharmaceutical journalism, resigning the BULLETIN OF PHARMACY to the very competent care of the associate editor, Mr. Harry B. Mason. In the thirteen years which have elapsed since I entered the place made vacant by the sickness and death of the accomplished Dr. Palmer, I have had the great satisfaction of beholding in the BULLETIN OF PHARMACY every sign of growing authority and prosperity. There can be not a shadow of doubt that in the able hands of Mr. Mason as Editor and Mr. Harry Skillman as Business Manager the BULLETIN will advance fast and steadily in influence, in circulation, in solid helpfulness to its readers, in value to its advertising patrons.

Thirteen and a half years have brought many opportunities to promote the welfare of American pharmacy in its educational, ethical, legislative, and commercial departments. The representative organizations, notably the American Pharmaceutical Association and the National Association of Retail Druggists, have found in these pages a warm sympathy, an earnest and unfaltering support. Mindful of my own great debt to American pharmacy, I would fain express the deep conviction that its future welfare will be assured only in the degree that it fosters a rising sense of responsibility in its followers. Neither among individuals nor among whole classes of men can success abide unless they invite and seek and court responsibility. The true measure of a man is his readiness to bear it. What lasting success can pharmacists expect if they shirk their accountability to the medical profession and to the sick, if they skulk behind laws and associations and manufacturers? The latter have waxed great and numerous. Why? Because they have not feared to live over gunpowder, because they have stoutly faced the great hazards of their work, because they have eagerly assumed new, more and ever more responsibilities. Cannot the pharmacist take a leaf out of their book? It is easy enough to shirk the wear and tear of professional obligation, but to the pharmacist such escape is suicide. Some of the schools and colleges realize the truth—realize that their own salvation and the preservation of pharmacy cry for its general recognition. Largely for this reason the schools and colleges are the most powerful of all the uplifting agencies. To the pharmacist of the future they will be his first refuge and his last resort.

To a large circle of friends and correspondents I send every good wish for their success and welfare. To the publisher I cannot adequately express my gratitude for his generous policies, for his ungrudging assent to every expenditure, for the delicacy with which he has respected the independence of the editors. From the latter he has asked naught save a journal that should be a credit to his name.

JOSEPH HELFMAN.

A BRITISH IDEA THAT MIGHT BE IMPORTED.

The English pharmacist has discovered something new with which to enlarge his income and widen his opportunities. Before describing it we may explain that the British "chemist" is far more conservative than his American cousin. He has stubbornly resisted the stocking of side-lines, the resort to advertising methods, and the adoption of aggressive business plans with which the druggist of this country has sought his salvation.

This policy has left open an inviting field for the encroachments of clever business men like Jesse Boot, and to-day the chemists of England find themselves in serious and sometimes almost fatal competition with "company pharmacy"—i.e., pharmacy conducted by incorporated companies who have anywhere from 25 to 300 stores in the same city or in different ones. The companies have cut prices, greatly extended the list of side-lines, adopted the cash in lieu of the credit system, advertised aggressively, and made a great feature of their own list of specialties.

The situation is much the same as that which has been exhibited in this country between the large "cutter" and the conventional druggist, except that—and the exception is full of significance to the pharmacists of both countries—the American druggist has to a greater extent than the English chemist adopted the methods of the big fellow and thus prevented him from getting so far away in the lead. No Jesse Boot has been enabled in the United States to build up a marvelously successful chain of 300 drug stores!

Until quite recently, indeed, the English chemist has kept to the traditional path, looked upon company pharmacy as unprofessional and undignified, and sought to extirpate it by legislative enactment. Failing in this, he has finally and reluctantly decided to adopt the methods of the companies in some measure, thus endeavoring to meet them on their own ground and prevent them from having things all their own way.

It is in casting about for something with which to enlarge his opportunities and compete with the companies that the English pharmacist has recently hit upon what is called the "club system of trading." In effect it is something like the system used in this country by the Larkin Soap Company. Here is the plan: A young woman, say, is asked by a chemist,

or herself decides, to form a club of purchasers, perhaps composed of twelve persons; they pay her a stated sum each week and receive in return certificates issued by the chemist and good for their face value on any purchases made at the chemist's shop; when a stipulated sum has been received in this way from the club manager, and certificates have been issued for it, she is given a discount on the total volume of purchases represented, either in cash or in certificates good for further purchases. The usual discount is "a penny for every shilling."

Of course, in order to have a sufficiently varied stock to satisfy the wants of "club" purchasers, a large line of miscellaneous goods has to be handled, and so it happens that the "club chemist" now has a shop which closely resembles the company pharmacy in character and appearance. So far only a few chemists have adopted the club system, and a recent writer in the *British and Colonial Druggist* has expressed the opinion that the scheme is really valuable only in factory centers where the hundreds of operatives can form clubs among themselves, and with whom a small discount looms up larger than is ordinarily the case.

Is there the germ of an idea here which can be elaborated by American druggists?

WHO SHALL PAY THE BILL?

The pharmacists of several States have this year apparently determined that the time has come when the pharmacy laws should be enforced at the expense of the people, in whose interest and for whose protection they are enacted. Very good. We think the position is absolutely sound theoretically, but we have serious doubts of its success in practice.

The druggists of West Virginia, for instance, have incorporated in their new pharmacy law a provision that the expenses of the Board of Pharmacy are to be covered by a State appropriation, which apparently means an abandonment of the familiar special taxation scheme of collecting annual "renewal" or "registration" fees from the druggists of the State. Since the provision was academic merely, and since the bill involved no definite appropriation from the State treasury, it went through without difficulty. The rub will come when the appropriation bills are brought forward every year.

In Minnesota the pharmacists have been making

an earnest fight to secure a law abolishing the practice of reregistration and providing that the State shall annually appropriate \$5000 for the enforcement of the pharmacy law. In one or two other States similar efforts have been put forth during the legislative season which has now practically closed.

From a theoretical standpoint, there is no room for question that the public should pay for the enforcement of all laws. They are enacted to protect the public welfare: they should be enforced at the public expense. But in practice we are confronted with a very different condition of things. The legislative representatives of the people turn a deaf ear to bills which involve appropriations—unless the money is to be used in some way which will build up the "organization" or please and solidify the "constituency" at home.

Over and over again, earlier in the history of pharmaceutical legislation in the United States, pharmacists sought to secure the passage of pharmacy bills which were to be enforced at the expense of the State. In every solitary instance they were compelled to recede from this position. Feeling that the law, while primarily for the protection of the public, was incidentally of benefit to the pharmacist also, they decided to pay the price themselves rather than go without the legislation. The device of reregistration was invented for the purpose.

In some States reregistration is not employed, and what do we find as a consequence? Pharmacy laws which are not enforced, which have become a travesty and a disgrace, and which have invited all sorts of open flouting and contempt. Within the last two or three years, and in at least two or three States, the conditions have become so urgent that movements have arisen among the leading druggists to raise money voluntarily for the enforcement of the laws. Under such circumstances isn't it better to tax the pharmacists of the entire State than to suffer the statutes to become dead letters?

It is a condition and not a theory which confronts us. We hope the druggists of Minnesota, West Virginia, and other States may succeed in hypnotizing the legislatures to do their duty, but we confess to a doubt, both of the hypnotic skill of the druggists and of the susceptibility of the legislatures. Our own opinion is (and we really hope we are wrong) that it would be wiser to put faith in

the reregistration idea, and that the druggists of States where reregistration is not observed would do well to adopt it. Kentucky incorporated an amendment in its pharmacy law last year providing for a two-dollar renewal fee, and now the Board of Pharmacy, for the time in position to make the law a reality, has employed an inspector to travel about the State and see that the act is obeyed in every particular. This is a very real and a very salutary improvement.

THE SPICE BUSINESS.

Elsewhere in this issue of the BULLETIN we are presenting a symposium on the subject of selling spices in the drug store. Seven experienced pharmacists give their opinions on the advisability of attempting to build up a trade on spices, and they also relate the methods which have proved successful with them in establishing a demand. Most of them believe it pays to push spices and they tell how it can be done profitably.

This reminds us that the reports of adulteration committees and State food commissioners have again and again shown spices and flavoring extracts sold in the grocery trade to be inferior in character. Some years ago, for instance, the report of Prof. J. O. Schlotterbeck as chairman of the Adulteration Committee of the Michigan Pharmaceutical Association indicated that spices and other substances used for culinary purposes are, as handled by the druggist, much superior to those found in the grocery store. A considerable number of specimens purchased in drug stores were examined and found practically pure. Samples secured from grocers, on the contrary, were discovered to be grossly cheapened and adulterated.

A similar state of things has been reported time and time again, indeed, and will be found implied in almost any annual report of a State food commissioner. It has been repeatedly shown that the lemon and vanilla flavoring extracts sold in grocery stores are oftenest made without any lemon and vanilla at all; that baking powders are sometimes almost wholly composed of starch "filler," alum, and acid phosphates; that mustard contains from 50 to 70 per cent of starch, colored with turmeric; and that pepper and other spices are for the most part made up of hulls, rice, corn, wheat, and the like.

Here is your opportunity as a druggist. Here is

a situation you should profit from. Convince your patrons that spices and condiments are more often base counterfeits than not. Secure some grocers' samples; put them in salt-mouth containers; put pure goods of your own—as pure goods as you can buy—in containers of the same sort; and then show your patrons the difference. Label one container, say, GROCER'S PEPPER; label the other DRUGGIST'S PEPPER. Carry this idea out in your advertising. Every month or two send out a small sample of some spice, calling attention to its purity, and mentioning the inferiority of the substance as ordinarily sold. Work the thing for all it is worth, and before you know it you'll have a profitable trade in spices. Other wide-awake druggists have done it. You can if you go at it right—and keep at it.

THE MONTH.

NEW LAWS: PHARMACY ACTS.

In our last issue we began this review of "The Month" with an editorial summary of the more important laws affecting pharmacy which had been enacted in the various State legislatures. This month we may supplement that summary by mentioning some additional laws which have found their places upon the statute books within recent weeks. First let us refer to a new pharmacy act which the druggists of Texas have succeeded in getting, and to the amendments which have been made to the pharmacy laws of California and North Carolina. The Texas act is of unusual importance for the reason that this State has never before had a law covering the entire commonwealth. Previously there were sectional laws and sectional boards, a condition of things which resulted in confusion worse confounded. The new act is based upon the A. Ph. A. model, but differs from it in not providing for the graduation prerequisite. The amendments to the California law were secured for the purpose of greater efficiency, but are not particularly noteworthy in detail. The amendment to the North Carolina law was adopted for the purpose of giving the Board of Pharmacy power to designate what particular "non-poisonous domestic remedies" might be sold by the general dealers throughout the State, the right to sell which was granted in the original measure.

ANTI-NARCOTIC STATUTES.

Last month we recorded the enactment of a group of anti-narcotic laws in North Carolina, South Carolina, and West Virginia, all of which had been based upon the so-called Chicago Conference Measure. We may now add two other laws to this group—those of California and Indiana. The California law is not a separate statute, but is one section of a general poison act recently passed by the State legislature. It restricts the sale of morphine, codeine, heroin, opium and cocaine, their salts, compounds or preparations, to physicians' prescriptions—except that preparations of opium are exempt when they contain less than 2 grains to the fluid-ounce. The Indiana law was chiefly inspired by the complaints of the druggists in Louisville, Ky., who charged that drug fiends went across the river into Jeffersonville and other border towns, procured all the narcotics they wanted, and thus practically nullified the Kentucky statute. We have not been informed concerning the exact details of the Indiana law. The North Carolina law we now find to have a serious fault: it contains an exemption giving pharmacists the right to sell narcotics to habitués who are personally known to them. Through such a gap in the law it would be possible to drive a colony of elephants!

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OTHER NEW LAWS.

Several other laws of more or less importance have recently been enacted. Last month we spoke of the drastic liquor law which had been thrust upon the pharmacists of Indiana. We now find that Senator Beardsley, of the Miles Medical Co., succeeded in having adopted an amendment to the act which softens it down considerably. A liquor law has been enacted in Missouri providing that druggists must file with the county clerk a monthly list of all prescriptions compounded by them and calling for liquors: failure to observe the law constitutes a misdemeanor and carries with it a fine ranging between fifty and two hundred dollars. Iowa has a new poison bill which apparently resembles those of other States, and both Iowa and Maine have adopted acts prohibiting the distribution of medicine samples on doorsteps and in private yards. The "ten-hour law" in California, restricting the laboring period of drug clerks, has been placed by an amendment under the jurisdiction of the State Labor Commissioner, whose duty it will hereafter be to enforce its provisions.

Finally, Nebraska, Maine, Iowa, Delaware, New Jersey, and Tennessee are to be added to the list of 17 States which, as we mentioned a month ago, have this year enacted pure food and drug laws based upon the national act. The Nebraska law exempts physicians' prescriptions and "family and domestic recipes" from the operations of the labeling clause. Apparently the druggists of the State failed to have N. F. and U. S. P. preparations exempted also.

* * *

TAXING ITINERANT VENDERS.

Attempts have been made by the druggists in several States to obtain the enactment of laws restricting the business of patent medicine wagons and itinerant venders by imposing an annual tax upon them. So far as we know, only one of these bills has succeeded—that in California, which provides for an annual license fee of \$100. An Iowa bill became law, but not until after an exemption had been made in favor of the venders of medicine, leaving them subject to the act passed two or three years ago. The object of this year's measure was to increase the amount of the tax, but this purpose failed so far as the medicine peddlers were concerned. In Illinois, where a law has been in force for some years imposing a license fee of \$100 a month upon itinerant venders, a vigorous effort has been made to amend the law by reducing the tax to \$75. Pharmacists have opposed the amendment with great vigor, and at this writing its passage looks very unlikely.

* * *

TROUBLE IN NEW YORK.

Before we conclude this legislative review of the month we may speak of the sensational situation which has arisen in New York State. At this writing a vigorous effort is being made to pass several measures which the pharmacists consider inimical to their interests. Two would extend the privileges of grocers and general merchants in the sale of drugs; two or three others are anti-narcotic bills; but the greatest contest has arisen over the Tully-Wainwright measure which is based upon the federal food and drugs act. The druggists oppose this bill because the enforcement of it is placed in the hands of the State Board of Health. They insist that they have had considerable unfortunate experience in the past with this Board, and that it has over and over again proved its unfamiliarity with pharmaceutical conditions and its incapacity to deal with them either

justly or wisely. The pharmacists are not anxious to have a food and drug bill this year anyway. They believe it would be better to wait until a little more experience has been gained with the federal law. But if a bill *must* be passed, they insist that it should be placed in the hands of the Board of Pharmacy for enforcement.

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^A HORNET'S NEST.

Incidentally this situation in New York State has given rise to a fight of no mean proportions. The storm center seems to be Dr. William J. Schieffelin, president of Schieffelin & Co. Dr. Schieffelin, as a member of a reform league in New York State, has declared himself strongly in favor of the Tully-Wainwright measure, and he has gone even further and declared that it is a mistake to have any police powers whatever vested in the Board of Pharmacy. If pharmacists are prosecuted by their own representatives, he asserts, they will cause the latter to be ousted from their positions and succeeded by men who will wink at their shortcomings. Nay, more, Dr. Schieffelin declares vigorously that the Board of Pharmacy shouldn't even conduct the examinations of candidates for registration. This work ought to be done by examiners appointed by the regents of the State, exactly as it is done in medicine. Just what would be left of the Board of Pharmacy after these eliminations hasn't been clearly thought out. Dr. Schieffelin has expressed his views with great frankness at the hearings of the Tully-Wainwright bill in Albany, and the druggists at the State capital and elsewhere have gone at him hammer and tongs. Resolutions of censure have been passed by one or two of the local associations in Greater New York, and the outcome of the fight will be watched with keen interest.

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N. A. R. D. LITIGATION.

Considerable litigation of concern to the cause of the N. A. R. D. has developed within the last few weeks. Rourke Bros. of Binghamton, N. Y., who were the source of some embarrassment to the N. A. R. D. five or six years ago, have now brought suit against a number of New York jobbers who, it is alleged, refused to sell them certain proprietary medicines. Klingel, the Baltimore cutter, whose suit against the local jobbers and manufacturers has been figuring in the courts for two or three years, has now changed his plans and instituted proceed-

ings in the United States Circuit Court, claiming damages to the extent of \$30,000. In Kentucky the grand jury of Mason county, sitting at Maysville, has returned indictments against the Peruna Manufacturing Co., the Sterling Remedy Co., the Freeman Perfumery Co., the W. A. Hill Co., the Post Co., the Paris Medicine Co., E. C. De Witt & Co., and the Dr. Miles Medical Co. The indictments charge these several houses with forming an unlawful trust and refusing to sell their medicines to the druggists of Maysville except under unjust restrictions. Finally, to show the other side of the shield for an instant, we may report that the Piso Co. has won a decision from the municipal court of Chicago supporting the legality of the contract plan. The defendant, Druggist Malone, was assessed \$300 in damages and the money was paid over in open court.

* * *

WHO DOES OWN IT, ANYWAY?

Branches of the A. Ph. A. in several cities have recently been discussing the ownership of the prescription on the one hand, and the question of prescription repetition on the other. So far as we can discover from a careful reading of the reports, these problems of perennial interest are quite as far away as ever from a conclusive solution. Pharmacists are pretty well agreed that if they do not actually "own" the prescription, they should at least keep it and settle all dispute with the customer by giving him a copy when he requests it, refusing to give him the original unless he assumes a dangerous and belligerent attitude. This was about the conclusion reached at the meeting of the New York branch last month. But it isn't possible to secure even this unanimity of expression regarding the repetition of prescriptions. The consensus of opinion at the several meetings has seemed to be that prescriptions containing narcotics should never be repeated except on the express order of the physician, but beyond this there is a wide difference of view. The subject is one which should be handled with discretion and sense on the part of both physicians and pharmacists.

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PRESCRIPTION REPETITION.

The closest approach that has yet been made in these meetings of the A. Ph. A. branches to the outlining of hard and fast rules regarding the repetition of prescriptions is seen in a set of principles pre-

sented at the Chicago meeting by Fred M. Schmidt, a well-known prescription pharmacist:

First, conditions under which prescriptions may be refilled: All prescriptions with no names nor other indications to show that the prescriptions are written for a particular patient, and containing no dangerous ingredients.

Second, conditions under which physicians should be consulted before repetition of the prescription: Prescriptions containing habit-forming drugs, such as cocaine and morphine; also those containing heart depressants and other injurious substances.

Third, conditions of limited repetition: Prescriptions on which the physician has specified that they may be refilled a stated number of times.

Fourth, conditions under which repetition should invariably be refused: Prescriptions on which the doctor has stated over his signature that the prescription is not to be repeated. Before the pharmacist should refill such a prescription he should have a written order from the physician originally writing the prescription, stating that it is to be repeated once or a certain number of times for the individual named on the original. However, physicians should protect the dispenser who has done as they have requested, and should not write a copy that the patient may take it elsewhere.

Mr. Schmidt went on to say that he followed the practice, when the name of the patient is placed upon the original prescription and a call for a refill is presented, of seeing that the name given corresponds with the name on the prescription. If the names do not agree, the prescription is not filled.

* * *

The early closing movement, **EARLY CLOSING.** which has recently attracted considerable attention in various sections of the country, has in most instances been abandoned on account of the approach of the summer season. The soda fountain stands ominously in the way of early closing agreements. In Providence, however, several druggists are said to have decided independently to close their stores for a number of hours on Sunday. In our department of "Business Hints" this month we are showing two cards which, issued by druggists as announcements to their patrons, indicate that the sentiment for Sunday closing is gradually increasing. In Cleveland a vote on early closing was taken some time ago. Of the 128 who voted, 101 favored early closing in the evening, and the hours which they suggested ranged from 7.30 to 9.30 P.M. Seventy-eight expressed themselves in favor of closing on Sunday during a part of the day: some of them wanted to be relieved entirely of Sunday business, while others

went to the other extreme and suggested that the doors be locked at 8.30 P.M. The majority of those in favor of Sunday rest suggested that the stores be closed between the hours of 1 and 5 o'clock in the afternoon.

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THE COLUMBUS CLERKS.

In Columbus, Ohio, the drug clerks have become affiliated with union labor in order to carry out their reforms more aggressively. William Kaemmerer, chairman of a committee of the clerks, addressed a recent meeting of the retail druggists' association in Columbus, and declared that the aim of the clerks was to secure shorter hours, Sunday closing, enforcement of the pharmacy laws, prosecution of the violators of the poison and cocaine laws, establishment of an employment bureau, provision for the registration of apprentices, representation of clerks on the board of pharmacy, and the obtainment of adequate appropriations for the board of pharmacy and for the State inspectors. Mr. Kaemmerer declared that the clerks had no desire to antagonize the proprietors, and that, on the contrary, they expected and desired to work in coöperation with them. He asserted that there was no reason why, among other things, an arrangement could not be perfected by means of which the drug stores of the city would be closed on Sunday with the exception, say, of three hours in the morning and two hours in the evening, confining sales during even those periods to legitimate necessities.

* * *

A FAIR AND JUST COMMISSIONER.

If the druggists of every State could have the pure food and drug laws enforced by an official of such fairness and justice as Dairy and Food Commissioner Dunlap of Ohio, we should hear very little of the customary protest against placing pharmacists in any way under the jurisdiction of the dairy commission or the board of health. Mr. Dunlap's recent letter to the drug trade of Ohio, given wide publication during the last few weeks in the pharmaceutical press, is admirable in tone. Expressing his belief on the one hand that the great majority of druggists are "high-minded, honorable men who desire to conduct their business in accordance with law," he declares, on the other hand, that there are some black sheep in the flock who are governed wholly by ulterior considerations. He speaks

particularly of the use of wood alcohol in the manufacture of medicinal preparations, and asserts that there is no excuse even for the employment of this substance in such products as bay rum, witch-hazel, and cosmetics. The department chemists, too, have found that alcoholic liquors dispensed for medical purposes are frequently found below a fair standard of quality and strength. The last editions of the U. S. P. and the N. F. are declared to be the standards of the department, and he cautions every druggist to have these books in his store and to follow them absolutely. It is safe to say that the pharmacists of Ohio will have no trouble with Dairy and Food Commissioner Dunlap if they follow the straight and narrow path of rectitude.

* * *

THE PENALTY OF FAME.

Fame has its penalties. Of this somewhat trite remark William Bodemann has seen the force during the last two or three months. Some men have cigars named after them and find their pictures, in the form of lurid lithographs, on every fence and bill-board. It was reserved for Mr. Bodemann to have somebody assume his name and trade upon his credit and reputation. "W. Bodemann," manager of the "Western Drug Co.," of Chicago, has been buying goods promiscuously of late, and he has had little difficulty in getting them because jobbers and manufacturers throughout the country assumed that they were being ordered by the Bodemann of pharmaceutical fame. Alas! Alas! It was not so. To condense the story somewhat, Bodemann the second is now a fugitive from justice, and with him has flown C. W. Spitta, who was the former representative in Chicago of H. Lieber & Co., and whose firm has now placed a reward of \$1000 upon his head. Since the silent and mysterious exit of these two gentlemen from the scene of their former activities, goods have continued to pile in from large houses throughout the country.

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DEATH OF JOHN WYETH.

The pharmaceutical manufacturing house of John Wyeth & Brother was unfortunate enough last month to lose its president and leading spirit. John Wyeth, the founder of the house, had been identified with the drug trade of Philadelphia for over half a century. He began his pharmaceutical experience in the historic Blair pharmacy at the

corner of Eighth and Walnut Streets—a pharmacy which is made the subject of a special article by Mr. Mason elsewhere in the present issue of the BULLETIN. Some time during the 50's Mr. Wyeth withdrew from the Blair store, and, if we mistake not, started in business for himself in another location. From that time until his death his story was one of gradual and constant progression. Mr. Wyeth was 73 years old. He had been suffering from bronchitis for a couple of weeks, but was not thought to be seriously ill. Pneumonia suddenly developed and death resulted within twenty-four hours.

* * *

DENATURED ALCOHOL.

Just before adjournment Congress enacted an amendment to the denatured alcohol bill which was chiefly intended to give farmers and others the privilege of making the substance themselves under restrictions imposed by the government. This amendment, together with its bearing upon the whole topic of denatured alcohol, is made the subject of a special article by F. F. Ingram elsewhere in the present issue of the BULLETIN. Meanwhile we observe expressions of opinion from some quarters that denatured alcohol is not going to have so brilliant a future as has been predicted. Thus J. Winchell Forbes, editor of *Drug Topics*, has declared:

As a matter of fact, I believe the demand for denatured alcohol will be very small. Alcohol has a slightly higher heating value than gasoline, but, unlike gasoline, it cannot as yet be burned perfectly. The consequences are that gasoline is still far in the lead over alcohol as a fuel. Another thing which will prevent alcohol becoming common fuel is its cost. Experiments have proved that alcohol cannot, as yet, at least, be manufactured for much less than 35 or 40 cents a gallon. Gasoline is now selling at about 16 cents a gallon. As nobody has yet invented an apparatus which will burn alcohol perfectly, and as there is a difference of over 100 per cent in price in favor of gasoline, it is hardly probable that denatured alcohol will give gasoline a run for place as a fuel.

* * *

SMALL PACKAGES NOW AVAILABLE.

There has been so much confusion over denatured alcohol that retail druggists have scarcely known under what conditions they would be able to handle and sell the substance. For a long time it looked as if they would not be permitted to purchase it in quantities smaller than half barrel or barrel lots. A recent ruling, however, secured at the behest of the

jobbing trade, permits the wholesalers to supply retailers with packages containing less than five gallons. These packages are not technically considered "original packages," but they bear the number of the original package from which they are withdrawn. The retailer must enter the number on his form record-book exactly as he would in the case of an original stamped package. Of course careful records have to be made of every sale of denatured alcohol made by the retailer, but this phase of the subject the BULLETIN has already discussed several times.

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DOMESTIC VS. FOREIGN PERFUMES.

The Manufacturing Perfumers' Association, holding its annual meeting in New York last month, touched again upon its determination of educating the American public to give greater consideration to the perfumes of domestic production, and to abandon its blind belief in the superiority of goods bearing the French label. Mr. Theodore Ricksecker, chairman of the Executive Board, reported that the campaign of education which had been inaugurated along these lines had fortunately met with considerable success. An article entitled "American Sagacity Versus Prejudice" had been published in a considerable number of daily and trade papers throughout the country. Mr. Ricksecker was made president of the association, and the BULLETIN is pleased to observe that a prominent citizen of its own city, F. F. Ingram, was made first vice-president. The Executive Board will have for its chairman another Detroit—James E. Davis, president of the Michigan Drug Co., of Detroit.

* * *

A CASCARET BLAZE.

The Sterling Remedy Co. was unfortunate enough last month to be visited by fire. A damage to the extent of about \$15,000 was caused, but the flames had scarcely ceased leaping upward when the redoubtable Major Kramer had begun preparations for clearing away the debris and making a bigger and better plant than ever. With his customary generosity, Mr. Kramer promptly sent a letter thanking the fire company of Attica for its heroic work, and accompanied it with a handsome check for the benefit of the fire laddies. Needless to say, the Sterling Remedy Co. was only temporarily embarrassed by the occurrence, and by the time this

paragraph reaches the eyes of BULLETIN readers the fire will have been forgotten by this energetic concern.

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Adopting the methods which have
FRATERNIZING. been used with such gratifying success by the local associations throughout the larger centers, the druggists of Detroit were the hosts last month of the physicians of the city. Two or three excellent papers were presented by both druggists and physicians. Leonard A. Seltzer, the well-known Detroit prescription pharmacist, read an address outlining the history of the National Formulary. The discussion which followed was exceedingly interesting in character and lasted until nearly 11 o'clock. A feeling of the most cordial relationship between the two professions was evident on every hand, and the buffet luncheon which was given afterwards served very nicely to bring little groups together for the free and frank discussion of points of common interest.

* * *

David Hecht, a member of the Indiana Board of Pharmacy, and charged some time ago with the sale of prospective examination papers to a candidate for registration, was acquitted last month by a jury. It appears from the evidence that Mr. Hecht was endeavoring to catch the candidate, and that he himself was unfortunate enough to get caught in the trap set for the other fellow. Meanwhile he was discharged from the board, and now his friends are urging his reinstatement.

* * *

President Roosevelt has found a new evil to attack in the enormous trade in opium for illegitimate purposes. Despatches from Washington announce that he will soon cause an international conference on the subject to be held in Washington, with the complete suppression of the sale of the drug for improper purposes as the object to be sought.

* * *

The Phi Chi Greek letter fraternity, which now has chapters in twelve pharmaceutical colleges and schools throughout the country, held its annual convention recently in Baltimore. Prof. Henry P. Hynson presided as toastmaster over the annual banquet.

In this department last month we pointed out that the cost of ice cream and other supplies had considerably increased and that druggists might well ponder the advisability of establishing a 10-cent price on ice-cream soda. We observe now that the druggists and confectioners of Louisville have decided to take this step. It is to be hoped that it will be carried out faithfully.

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Two new coöperative buying and manufacturing organizations have developed within the last few weeks: "The Druggists' Corporation of Canada," with headquarters in Toronto, and the "United Druggists' Supply Co." of Detroit.

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The metric system seems to have hard sledding. Two or three years ago the United States Congress definitely refused to adopt it, and now we observe that the British House of Commons has killed it by a vote of 150 to 118.

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A druggist in Paris, Ill., was fined \$300 last month for selling liquor in violation of the law, and an additional fine of \$80 was imposed for gaming with dice in the drug store. Better not play with fire!

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Recent board appointments include A. W. Kiler, of Columbus, on the Ohio board, and Lewis W. Brown, of Englewood, on the New Jersey board.

* * *

Amos K. Tilden, a prominent Massachusetts pharmacist, and at one time a member of the State Board of Pharmacy, died last month at the age of 65.

Would readers of the BULLETIN care to have the Camp Fire department reinstated? If they would, let them send the Editors some more drug-store incidents and pharmaceutical reminiscences.

The BULLETIN pays \$5.00 in cash for every photograph and description of a good window display. The design must be novel and meritorious. The photograph must be clear and at least 6½ by 8½ inches in size.

OBITUARY.

DEATH OF THEODORE D. BUHL.

In the sudden death of Theodore D. Buhl, President of Parke, Davis & Co., the country has lost a true type of the wealthy man who fills the rôle of a benefactor to his community. His money was ac-



THEODORE D. BUHL,
Late president of Parke, Davis & Co.

quired by the solid and substantial growth of industrial enterprises, and the thousands of executives and employees who served under him in the various corporations with which he was connected, profited in due measure by the augmenting prosperity which came to him in such large degree.

Mr. Buhl was already a power in the financial and manufacturing activities of Detroit when, in 1896, and at the age of 52, he became interested in the affairs of Parke, Davis & Co. Having faith in the future of that great house, and desiring to see it supplied with all the capital that a rapidly growing business urgently demanded, he invested heavily in its securities. Two or three years later, upon the death of Mr. H. C. Parke, the founder of the firm, he was elected president and continued in that capacity until his own death last month.

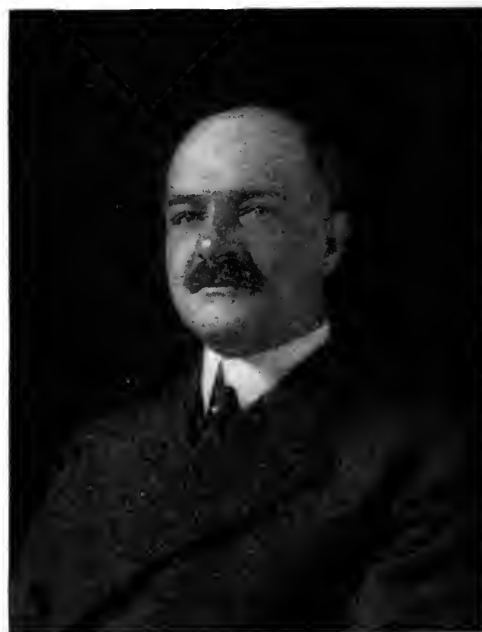
Mr. Buhl was actively interested in several other enterprises. He was president of the Buhl Mallea-

ble Iron Works; president of the Buhl Stamping Company; president of the Buhl Sons' Company, wholesale hardware dealers; president of the National Can Company; president of the Old Detroit National Bank; vice-president of the Detroit Trust Company; and vice-president of the Detroit Copper and Brass Rolling Mills. In still other institutions he played a part of more or less prominence; and the statement needs no proof that the industrial life of this city could scarcely have lost a man whose interests were more wide-spread and whose counsel and guidance were more valuable.

PERSONAL.

FRANK G. RYAN ELECTED PRESIDENT OF PARKE, DAVIS & CO.

The presidency of Parke, Davis & Co., left vacant by the death of Theodore D. Buhl, whose obituary notice appears in the preceding article on this page of the BULLETIN, has been filled by the advancement



MR. FRANK G. RYAN,
Elected president of Parke, Davis & Co. just after returning from a trip around the world.

of Vice-President and Secretary Frank G. Ryan—an announcement which will be greeted with pleasure by Mr. Ryan's numerous friends throughout the country.

Mr. Ryan was so ideally equipped for this great

position that he began to march toward it with what is now seen to have been almost predestination, as soon as he joined fortunes with the house seven years ago. He left the faculty of the Philadelphia College of Pharmacy in the spring of 1900 to become Chief Pharmacist of Parke, Davis & Co. At the end of three years he had made himself so valuable in the councils of the house that he was elected to membership on the Board of Directors. A year and a half later he was given the important post of secretary. Six months later still he was elevated to the vice-presidency. And now, after barely another year, he is given the very highest position within the gift of the house, and, one might say without fear of contradiction, the greatest and the most responsible position yet created in the drug trade of the country.

Born in 1861 in Marcellus Falls, New York, Mr. Ryan was educated in the public schools of Elmira, and then spent three years in the well-known pharmacy of Brown & Dawson in Syracuse. In 1882 he entered the Philadelphia College of Pharmacy and was graduated two years later at the age of 23. Two or three years were next spent in various Philadelphia stores, and then he was made assistant professor of pharmacy in his alma mater. In 1898 he was given charge of the course in commercial training then established in the P. C. P., and in the meantime he had been made lecturer on pharmacy in the Woman's Medical College of Philadelphia. In June, 1900, Professor Ryan resigned all his connections in Philadelphia and went into the house of Parke, Davis & Co.

The secret of a man's success is never easily analyzed, but it may be said of Frank G. Ryan that he represents that rare, that ideal combination of technical knowledge and experience on the one hand, and business grasp and executive ability on the other. These qualities are all but incompatible, and he who unites them successfully has discovered a philosopher's stone. As president of Parke, Davis & Co., Mr. Ryan will be capable of understanding thoroughly every scientific detail of the vast business now confided to his care, and he will also exhibit that larger vision and that greater capacity for administration which will carry the house forward to conquests even more brilliant than those which have been registered in the past.

Mr. Ryan, accompanied by his daughter Helen, had returned from a seven months' trip around the

world only a week or two before his election to the presidency. His main object was to further the interests of his house in Japan, China, and India, but he also visited Manila, Ceylon, Egypt, Paris, and London. In Manila an agency was established, which adds another to the considerable list of foreign branches now conducted by the house. In London, on his way back, Mr. Ryan was the guest of honor at two banquets attended by men prominent in British pharmacy and medicine, and when he landed in New York he was greeted at a large reception held at the house of Dr. Jokichi Takamine.

MRS. ADELAIDE M. GODDING.

Mrs. Godding has played a prominent part in the work of the Women's Organization of the National Association of Retail Druggists. The movement was initiated in Boston, and Mrs. Wallace and Mrs.



MRS. ADELAIDE M. GODDING,
A leading spirit in the W. O. N. A. R. D. movement.

Godding were the leading spirits. Both women have from the first filled the offices of president and secretary respectively. In addition, Mrs. Godding was made president of the Boston Chapter, and she was reelected to that position at the recent annual meeting. The Boston Chapter has over fifty members and efforts are being made to increase the number considerably. Mr. and Mrs. Godding were present last fall at the convention of the A. Ph. A.

in Indianapolis, and later on at the meeting of the N. A. R. D. in Atlanta. They are well known to the membership of both national organizations.

THE PRESIDENT OF THE PHILADELPHIA DRUG CLUB.

Prof. Charles H. La Wall has recently been made president of the newly-organized "Drug Club of Philadelphia." Philadelphia, desiring not to be outdone by New York and Chicago, decided some



CHAS. H. LA WALL,
President of the Philadelphia Drug Club and a professor in the Philadelphia College of Pharmacy.

months ago to undertake the formation of such a club, and the movement has met with a gratifying measure of success. It is necessary to obtain 300 members before a satisfactory club house can be secured and fitted up, and already this goal is nearly reached. To make the club more beneficial in character, it was decided to include physicians and dentists in the membership as well as druggists. The idea is an excellent one. That it will result in a more fraternal feeling between all three professions need scarcely be stated.

An option has been secured on a building at 512 Arch Street, which is right in the heart of the city, and which is particularly available for members of the drug and allied trades. The building contains five stories, and, when remodeled, will be turned into one of the handsomest and coziest club houses in the city. It is planned to have such auxiliary

features as bowling alleys, a billiard room, a library, and the like.

Professor La Wall is particularly well fitted for the presidency of the organization. A man of ideas, a hard worker, aggressive and energetic in character, he is quite sure to infuse life and vigor into the club. Professor La Wall is a member of the faculty of the Philadelphia College of Pharmacy, chemist for the State Dairy and Pure Food Department, and a private analyst of considerable practice. He was for several years a chemist in the employ of the Smith, Kline & French Co. in Philadelphia.

A CLOCK PRESENTED TO THEODORE F. MEYER.

Theodore F. Meyer, president and general manager of the Meyer Bros. Drug Co., of St. Louis, was taken greatly by surprise last month when he was presented by the employees of the house with a handsome grandfather's clock. It seems that a "Mutual Aid Association" was organized in the



THEODORE F. MEYER,
Presented with a testimonial clock last month.

house some years ago, and that it now enjoys a membership of between three and four hundred people. Every year an entertainment of some kind is held under the auspices of the association, and the presentation of a clock to Mr. Meyer was made on the occasion of this year's gathering.

Early in the evening Mr. Meyer had delivered an

address to the members and employees, and he had been followed by selections from the orchestra and by performances from vaudeville "artists." Much to Mr. Meyer's surprise, vaudeville act No. 5 was announced, when the proper place on the programme had been reached, as a little play entitled "The Boss on the Carpet." Mr. Meyer was called to the platform, seated before a large painting of himself, and compelled to listen to a bewildering succession of imaginary complaints and demands from a committee of twenty who called themselves "Meyer Bros. Knockers." Dr. H. M. Whelpley was chairman of this committee, and it may well be understood from this fact that the thing was done up brown!

After the fun had proceeded fast and furiously for some time, the second act in the drama was reached. The large portrait of Mr. Meyer was removed and there was disclosed beneath it a handsome grandfather's clock. This was then presented in a neat and appreciative speech by S. B. Simpson. Mr. Meyer was so surprised and overcome by the whole proceeding that he found considerable difficulty in expressing himself afterwards. The members of his immediate family occupied front seats and greatly enjoyed his discomfiture, while at the same time rejoicing at the esteem in which Mr. Meyer was manifestly held by his hundreds of associates in the house.

MR. SHERMAN'S POLITICAL ACTIVITIES.

Charles R. Sherman, the successful druggist of Omaha, is in a fair way to become famous. He was recently declared by a certain element in the Nebraska legislature to be a "lobbyist," and ere we know it our friend Sherman will be directing legislative matters at the national Capitol in Washington, joining that distinguished body of men made up of Mr. Rogers, Mr. Rockefeller, Mr. Morgan, and other representatives of high finance. Stranger things have happened.

It all happened in this way: Nebraska, like twenty or twenty-five other States, decided this year to have a pure food and drug law similar to that enacted by the national congress last spring. The draft offered for the purpose was in some respects inimical to the interests of the drug trade. Mr. Sherman and a few other men having at heart the welfare of pharmacy decided to work for necessary

amendments. This group of Pharmaceutical Statesmen accordingly attended a hearing of the Legislative Committee. Very little was accomplished, and the members of the legislature were therefore interviewed in private afterwards. Things began to look dubious for the druggists, and so a regular canvass was begun of the entire legislative body. Mr. Sherman and his cohorts decided that if a majority of the Nebraska legislators were opposed to



CHAS. R. SHERMAN,

The well-known pharmacist of Omaha who has recently been having some experiences with the Nebraska legislature.

protecting their interests, they were going to know which men were for them and which were against them.

Well, the fight got pretty strenuous. Some of the solons of Nebraska didn't like to have their intentions known. They objected to being lined up. And thus it happened that charges of lobbying were made against Mr. Sherman and his valiant band of supporters. But if they thought to scare off the Doughty Druggist of Omaha in any such manner as this, they assuredly reckoned without their host. Charles kept his ground, and he convinced the president of the senate that he was innocent of any activities which were either illegal or immoral.

Just how it all ended we do not know. But that Mr. Sherman fought to the last ditch, and that his opponents found him a resourceful and able leader, cannot be doubted by any one who knows the man. He never gives up until he has either succeeded or failed—and quite frequently he has the rare quality of not knowing when he has been beaten!

SEVEN DRUGGISTS DISCUSS SPICES.

They Talk About Profits, Advertising Methods, the Competition of Grocers, the Volume of Sales, and Other Aspects of the Subject—Nearly All the Contributors Believe it Pays the Druggist to Push this Line of Goods—Two or Three, However, are Pessimistic.

Some druggists have succeeded in building up a nice trade in spices at good profits. Others have either not tried or have failed after making the attempt. It occurred to the Editors of the BULLETIN that it would not be unprofitable to ask a number of successful druggists what their experience had been with the spice trade. We are accordingly presenting letters from seven men in this issue. Most of our contributors believe that the spice business is worth going after, and they discuss the methods by which they have been enabled to establish a profitable demand. Two or three are either indifferent or pessimistic; but as a whole the series of letters will be found very interesting and suggestive.—THE EDITORS.

HOWARD G. VAN CISE,

Mt. Pleasant, Iowa.

If an inducement can be held out to the public to trade with the druggist rather than with the grocer, the public will go to the former. But as the habit has been formed of buying spices from a grocery



HOWARD G. VAN CISE.

store, the druggist must offer a real inducement to overcome this habit. If the druggist has the inducement, it is worth his while to endeavor strenuously for the spice trade. People are paying particular attention to their food just now, and any advertising literature bearing on that subject is attentively read.

If no druggists in a town advertise their spices, or pay much attention to that branch of the business, the opportunity is ripe for some enterprising druggist to do so. By reason of a certain uniqueness to

the public of a drug store selling foodstuffs, his advertising efforts will be commented on more freely; and the absence of any advertising by his competitors will prove an immense advantage to the one who does advertise.

ADVERTISING METHODS.

In working up our trade we have used our regular newspaper space, which we of course change very frequently; counter slips for package enclosure, printed on a good quality of paper; and neat signs printed on white bristol board with rubber stamps, and displayed at various points throughout the store. Early last summer we sent out a circular letter to nearly every married woman in town, calling attention particularly to cinnamon, as it was in the beginning of the fruit canning and preserving season. In this letter we enclosed a little envelope which contained about a teaspoonful of ground cinnamon.

Probably our best advertisement is what one woman says to another about our spices. We have had them tell us how much better our spices were than the grocer's, or remark that they never bought spices at a drug store "until Mrs. So-and-So told her to come to our store, and now she wouldn't go anywhere else."

SELLING POINTS.

Quality, superior strength and flavor, absolute purity, the fact that we grind our spices ourselves—these are the selling points we continually impress on the public. We pay no attention to the price the grocer puts on his spices. We know* we have a superior article. Our customers know it, too, and they appreciate it. The apparent difference between the grocer's price and ours is not so great when one

considers the fact that his spices are generally cheap grades, or else weakened down with adulterations, and more must be used to obtain the same flavor.

A higher quality is our inducement, and, as we see it, about the only inducement that could be

¶The contents of this envelope will enable you to sample our pure Ground Cinnamon. We hope you will like it.

Van Cise & Company,
Druggists.
Established 1869.

Envelope in which samples of cinnamon were sent out.

made. A cheapening of quality to meet another dealer's price will not make people change their settled habit of going to the grocery store for spices; neither will lowering the price *below* the grocer's avail anything, for then is the grocer given a quality talk to use against the druggist.

PROFITS.

Our advertising we know has helped us. The circular letter we sent around last summer brought several new customers into the store, and they often purchased other articles than spices. Cinnamon and pepper are the ground spices we exploit the most, and on them our profits are as follows:

On cinnamon at 10 cents an ounce, we make 50 per cent on the sale price, the product costing us 80 cents a pound. When it costs 70 cents or less, we sell 3 ounces for 25 cents, on which selling price our profits are 46 per cent.

Spice Talks

¶Some people are satisfied with a Ground Pepper that tastes "peppery," and makes the tongue smart. ¶They don't ask if it is PURE Ground Pepper. They don't realize that an ounce of ADULTERATION in pepper means an ounce of SOMETHING that ISN'T pepper but which COSTS YOU just the same.

¶They FORGET that if they use an ADULTERATED product they RISK their HEALTH just that much. This is the WORST feature about adulterated foods.

¶We sell Ground Pepper which is ABSOLUTELY PURE. We grind a ourselves and KNOW it is pure. Wouldn't you feel a sense of SECURITY in using a spice that YOU also have confidence in?

¶Our Ground Pepper costs NO more than any other PURE Ground Pepper

Van Cise & Company, Druggists.

Established 1869

Mt. Pleasant, Iowa.

Spice slip enclosed in packages leaving the counter.

Pepper costs 20 cents a pound, and we sell it ground at 40 cents, giving us a gross profit on sales of 50 per cent.

Allspice costs 17 cents a pound, and we get 5

cents the ounce, or 3 ounces for 10 cents. Here the profits are much greater—great enough to pay for some effort to secure a trade on the spice branch of the business.

The fact that our store has always paid particular attention to the purity of its drugs, has given people the best quality of goods obtainable, has never misrepresented on a cheaper grade—all this has so gained for us the public confidence that we are be-

Spice Talks

¶The United States Dispensary says—"Powdered Cinnamon, as found in commerce, is often GROSSLY ADULTERATED, sugar, ground walnut shells, and ground cinnamon shells have been detected."

¶We grind cinnamon, and when you buy it you may be ABSOLUTELY SURE you are getting PURE Ground Cinnamon. NO walnut shells, or sugar, or any thing except PURE CINNAMON, ground from the bark which comes from French Cochun China--and called Saigon cinnamon.

¶If you have been using an ADULTERATED Ground Cinnamon, you will be surprised at the STRENGTH and FLAVOR of OURS. It costs NO more than a CHEAP product

Van Cise & Company

DRUGGISTS

Established 1869

Mt. Pleasant, Iowa

Another spice slip.

lieved when we say our spices are pure. Our inducement is credited, our customers are permanent, and our spice trade is increasing.

A CIRCULAR LETTER.

The circular letter which I have already spoken of as having been mailed to nearly every married woman in town last summer, accompanied by a sample of cinnamon in a small envelope, was as follows:

MT. PLEASANT, IOWA, —, 1906.

DEAR MADAM:

In view of the fact that the last Congress passed a Pure Food Bill, it may not be inopportune for us to call your attention to a pure food product we have recently put out—Ground Cinnamon.

The commercial product is often very much adulterated, and so cleverly done that taste alone can detect the difference. The Ground Cinnamon we sell—a sample of which we

enclose—is absolutely pure. We buy the crude bark from the importing druggists, and grind it ourselves. Thus we are sure of selling, and you of buying, a pure and wholesome product.

It is approaching the time of the year when spices are used a great deal—especially Cinnamon, and we hope you will give the enclosed sample a fair trial. It is ground from the bark of "Saigon" Cinnamon, which comes from French Cochin China, and experts say this species of Cinnamon has the finest flavor.

The price of our Ground Cinnamon is as low as is consistent with its purity—ten cents an ounce or three ounces for twenty-five cents. Any cinnamon sold cheaper than that is undoubtedly of questionable quality.

In addition to Cinnamon, we sell all the other spices, and each one is of the highest quality obtainable, conforming to the requirements of the new Pure Food law.

Very truly yours,

(Signed) VAN CISE & Co.

M. K. BARBER,

Larned, Kansas.

I am very much afraid that druggists are losing out on the spice business.

That it pays to sell spices there is no doubt, and



M. K. BARBER.

that the grocers are getting the bulk of the spice business is a very unpleasant certainty to me.

I know how they are doing it here, and I suppose it is the same every place else.

HOW THE GROCER DOES IT!

They are getting the trade by keeping a spice case conspicuously displayed on their counters with the different kinds of spices in neat and attractive packages and plainly labeled and marked to sell at 5 and 10 cents. The cases are always full, too.

When they get low on any kind the drummer calls their attention to it, if they do not happen to have it on their order books, and they don't run out as we druggists do.

A HOUSE DIVIDED.

Not long ago I saw a little handsomely printed box of "Purum Foodum's" cloves on the cook table at my own home. I asked my wife where she got it and she replied: "At Smith's grocery store." I said: "Why didn't you get it at Barber's Drug Store?" She replied that she saw it displayed in the case at Smith's and it looked so nice, and Mr. Smith said it was the very purest and freshest, and it was only 10 cents, and so she just bought a package. It really was an exceptionally strong and nice article.

That set me to thinking. It brought the question right home to me, literally as well as figuratively.

HIS PLAN.

I made a resolution right then to get a spice case and some little boxes, and sell spices just the same as the grocers do instead of out of bottles.

I have tried advertising spices, and about the only thing you can say for them is that your spices are the purest, that you guarantee them to be fresh, that the price is no higher than is consistent with the high quality of the goods, and a few other things along that line, but after all the grocer can say the same thing.

In short, I am inclined to take a pessimistic view of the spice question, and, as I stated above, I am going to put my spices up in packages and put them out where they can be seen and sell them just as cheap as the grocer and guarantee them to be as good as any made.

In that way I believe I can hold my own in the spice business, and I know I am not doing it now.

My experience is, I am afraid, a duplicate of that of the average druggist, but I shall be interested in reading what the others have to offer in this series of letters.

ALLEN B. JUDD,

West Hartford, Connecticut.

Anything pushed and hammered at, using methods that will make your people sit up, read, and at the same time buy, is certainly worth the trouble. I believe that, with the new food law at our backs, and with the *best* spices available, any druggist can

build a trade on a lasting foundation. The trouble with most druggists is, they do not take the time or are not willing to push things hard.

I have used B. S. & Co. spices for many years. This firm are direct importers and guarantee their goods. Such spices one is not afraid to handle, and he can pull all the trade with them that is possible.

POST-CARD ADVERTISING.

By using postal cards, circulars, and booklets in exploiting our spices, I have met with success. Samples, too, have brought in many new customers. Postals are about the best medium if you use right methods. Here, for instance, is the text of a postal on spices which I recently sent out:

5000 TO THE POUND.

Clove trees, when ten years old, are capable of yielding twenty pounds of cloves. When twenty years old, they yield about one hundred pounds.

When forming, the cloves are of a white color; then they change to a green, and when finally gathered are of a bright-red color. About 5000 cloves weigh a pound.

I am selling nice, pure, fresh spices, which will give your pickles and preserves a rich flavor.

JUDD'S DRUG STORE.

When a person finds a card with his mail, if the first glance proves of interest the attention is immediately obtained and the chances are that all the card will be read. First catch the eye, then give something for the mind to retain; this will print the picture on the brain so that it will be recalled when one is in need of the particular article involved. You have probably had the experience of a customer calling for something displayed in your window or store months or weeks before. The need did not exist then, but the idea was stored in the mind for future use.

So do not get discouraged if your first advertising efforts do not bring the results expected. Keep everlastingly at it and your reward will be a fuller purse. In selling spices I do not think it necessary to compete with the grocer. Have a superior line of spices and dwell more particularly on quality.

QUALITY IS WHAT COUNTS.

If your spices are stronger and better most customers will pay the difference. Always keep the best the market affords if possible. Don't say "I have something just as good," but say: "My spices are superior." Tell them your reasons for so stating and then back your statement with the goods. Don't sell cheap products. My business has steadily

grown in spices, and customers, once made, are held. My spices once tried are always used.

My spice profits are about 45 per cent clear on the sale price, which is better than is yielded by most side-lines.

GET THE CLERK INTERESTED.

Insist on your clerks talking spices when the chance presents itself. Give your clerks all the information possible on the subject. I picked up the business from an old employer of many years ago. He was what you would call a spice crank, and could sell spices to almost every customer.

In short, brother druggists, get the best goods, sell them at right prices, put your shoulder to the wheel and talk spices, and you will win out every time!

JOHN F. PATTON.

York, Pa.

Answering your query anent the value of exploiting the spice trade by the pharmacist, I would say there is in my judgment no field more promising.

The spice trade naturally belongs to the drug



JOHN F. PATTON.

store, and the old-time druggist is still doing a good business along that line.

QUALITY THE DRUGGIST'S STRONG POINT.

Spices and flavors appeal to the sense of taste, and quality is at once appreciated. The *price* paid for an article is of short memory, but its *quality* is remembered with pleasure or disgust for a long time.

We have always enjoyed a good spice trade for the reason, we think, that we have always made the quality of the article the first consideration. This fact removes us from the competition of the average grocer.

We have never made any special efforts to adver-

tise spices, except pepper, and that we usually do in the autumn and winter during the season of country butchering.

Our sales this winter of granulated pepper, a sample of which we submit, amounted to six hundred pounds, and our supply was exhausted before the season was over. Each season for the past few years has witnessed an increased sale of this article.

SAMPLING BLACK PEPPER.

We send samples out in small cylindrical wood boxes bearing this label:

SAMPLE PURE BLACK PEPPER.

Ground for country butchering. This quality of high-grade pepper is only sold at PATTON'S CITY DRUG STORE.

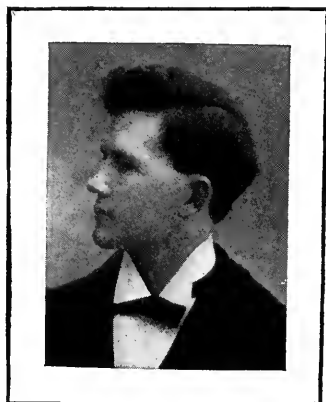
Remember this: When you buy low-priced PEPPER, you are paying for high-priced DIRT.

A WORD TO THE WISE IS AMPLY SUFFICIENT.

J. C. REGAN,

Melvin, Michigan.

Yes, I believe it pays the druggist to push spices, and I believe he can get a good share of the trade at a fair margin of profit. But he must advertise to do it, as it is a common thing to hear customers



J. C. REGAN.

remark: "Why, I didn't know you kept spices." About four years ago I got out a circular on spices and mailed it with a sample of cinnamon. I have at times advertised by store signs and newspapers, and always have a spice window trim at Thanksgiving. We always talk quality and sell Saigon cinnamon, which costs 70 to 75 cents per pound, for 10 cents an ounce, and realize about the same percentage of profit on other spices. We very seldom had a call for spices before we started pushing them, but now we have the best of the spice trade.

J. T. PEPPER,

Woodstock, Ontario.

In our city it would not pay to put forth any particular effort to secure the trade on spices throughout the whole year. I have no doubt but what conditions differ in other places, but here the



J. T. PEPPER.

grocers send a young man out from house to house to solicit grocery orders, and it is so easy for the busy housewife to order her spices and essences from the grocer in this way. Under these conditions the results would not be adequate to the expense involved in advertising. However, in the fall of the year during the pickling season we sell a good many spices by making a window display of powdered and whole spices, and also by advertising in our regular space in the daily and weekly paper. The effort at this special time pays all right.

OWEN RAYMO,

Wayne, Michigan.

In reply to your "spicy" letter, I will say that the spice business is something I have not made any special effort to develop. In reading the drug magazines I find letters from some druggists who claim to have established a very successful branch of their trade by advertising spices. But it seems to me that the word of a reputable grocer is of just as much worth to a customer as the word of a reputable druggist: so I feel that the druggist must not price his goods higher than the grocer. The same buying

The spice trade is such an integral part of the grocer's business, and so firmly established, that I believe a druggist can expend his effort and money on some other line to much better advantage. Fine stationery and school supplies have given me larger

returns for my money than anything I ever spent on the spice or flavoring-extract part of the business. *The grocer is not a competitor in fine stationery, and probably never will be.* The druggist can, *if he will*, sell all, or nearly all, the fine paper trade of most of the towns in the State. If he wants the spices after that, go after them.

Method of Keeping a Stock Index—Its Many Economies and Advantages—Suggestion for a Want Card—An Employees' Record that Would Be Useful in a Large Store.

Any up-to-date merchant will agree that the more intimate a man's knowledge of his business, the more direct can be his efforts to make it pay up to its highest possibilities.

Likewise, any up-to-date merchant will tell you that this necessary knowledge is only to be had through the use of records, from which may be gathered those detailed statistics on which comparisons for guiding the business policy are based.

One can't remember everything. The man would be foolish who tried to. He has no right to cumber his mind with details that simple records will preserve more accurately. A man in business should have records for details and keep his mind free for solving the problems that comparisons of those records will present.

A stock index is indispensable to the best interests of a retail store. It has a dozen advantages that are apparent at a glance, and a hundred more that develop with experience. What some of these are I will explain, first requesting the reader to look at the diagram of a stock-index-buying-inventory card shown in Fig. 1.

1. Shows where an article is kept, both in sales-room and storeroom.
2. It shows the maximum and minimum amounts it is wise to carry.
3. It shows the leading firms supplying it.
4. It shows a complete record of purchases, giving amounts, dates, cost, selling price, and profit, on which may be based :
 - (a) The amount sold in a given time.
 - (b) The profit yielded in a given time.

- (c) Whether one brand or make is more or less profitable than some other.
- (d) Whether it is worth while to handle it at all, or whether it would not be wise to push harder on it.

5. In taking the inventory, this stock index saves the time that otherwise would be taken in writing out items and prices.

[illegible]

6. It saves keeping a want book and is a hundred times more convenient.

The saving of time on inventory-taking and want-book keeping will pay the cost of installing the system. The other advantages are net gain. To take some of the advantages enumerated a little more in detail:

1, 2, and 3. Indexing the stock often saves a great deal of money, and it saves time daily. It prevents the accumulation of dead stock and the "losing" of stock, which, it must sadly be confessed, occurs frequently in a great many stores, goods being covered up, or placed at one side and forgotten, until more

goods like them have been ordered, and perhaps sold. Age doesn't add to the salability of goods, either in quality or style; besides, money tied up in this manner means a distinct loss.

Every article should be indexed on its card according to the location, compartments and shelves in the store being lettered and numbered. On each shelf should be kept a card bearing the names of the goods that belong there. These cards should be scanned occasionally by the clerk when he has nothing else to do, to make sure that everything is in its place and that no article is present below the minimum quantity.

How much a card index like this will help a new employee can easily be imagined.

4. The several advantages enumerated under number 4 are inestimable. The information is of the highest value in buying, enabling the buyer to tell at a glance whether it is wise to bother with any more of an article, and whether the quotation he has just received from Brown is more advantageous than the rates he has been receiving from Jones. Basing buying on facts like those provided for in the card means close and wise buying.

It would be a good idea to write in red ink, over the names of the firms handling the article, the date and rate of any quotation they may have made.

5. In taking the inventory simply use the inventory columns and red ink.

6. The old-fashioned "want" book is a profit-destroyer, because the men who use it as a rule have no other buying guide. On the other hand, with the stock index the complete data is at the buyer's finger-tips. Simply have a "want" guide in the index drawer. Whenever an article should be recorded, put its index card in front of the want guide, where it remains until it has served its purpose, when it is restored to its regular place.

File the stock index cards alphabetically, using department guides, and preferably, different colored cards for each department. The best size in this card is five by eight inches, and it may be ruled on both sides. Once the system is installed it will last a lifetime, the cards filling up so gradually that replacing them is a matter hardly to be noticed so far as the time it takes is concerned. This is one reason why the card stock index is so far ahead of the book index.

ANOTHER KIND OF WANT CARD.

In Fig. 2 is shown another type of want card. It is two by three inches in size and is used by the clerk

as memoranda for the buyer. Plain cards are used for the purpose. When the clerk believes anything should be ordered, he takes a card, of which plenty are kept convenient, and writes on it the date, name

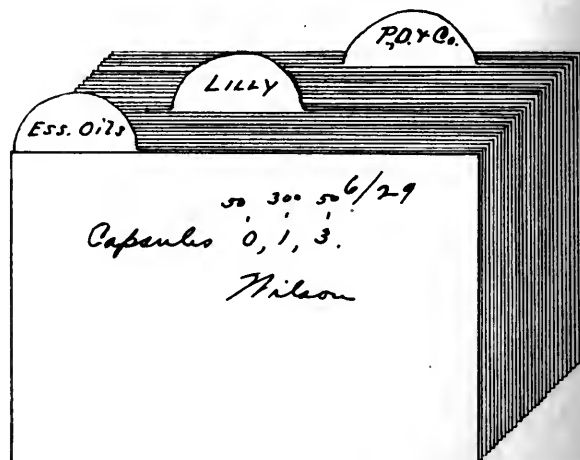


Fig. 2.

of the article, amount still on hand, and his own name, and files it in a little drawer provided for the purpose and furnished with department guides. When the buyer is done with a card he throws it away, or, if desired, notes on it the day the goods were ordered, and any other information he sees fit, and sends it back to the clerk who filed it.

THE EMPLOYEES' CARD INDEX.

This is shown in Fig. 3 and may seem at first glance like a matter too simple to bother with. But, as every merchant knows, statistics about the employees are desirable, and there is no better method

NAME _____					
Address _____					
Where last employed _____					
How long with last employer _____					
Date left last employer _____					
Date started here _____ Age _____					
Married or Single _____ Wages to start _____					
Wages Increased				Wages Decreased	
Date	Rate	Date	Rate	Date	Rate

Fig. 3.

of keeping them than the one suggested in the card. It would not be a bad idea were the merchants of a town to club together, each contributing to a joint "library" of cards relating to his own men.

THE BLAIR PHARMACY IN PHILADELPHIA.

A Training School for Hundreds of American Pharmacists—Famous for its Prescription Work, its List of Specialties, and its "Rules and Regulations"—The Three Henry C. Blairs Who have been Proprietors.

By HARRY B. MASON.

One of the American drug stores which combines historic interest with modern progressiveness is the old and yet new Blair pharmacy in Philadelphia. The Blair store at the corner of Eighth and Walnut Streets—is there one of the thousands of P. C. P. graduates throughout the country who at least does



The Blair Pharmacy, situated at the juncture of Eighth and Walnut Streets, is the oldest drug store now extant in Philadelphia. It was established in this very building in 1829. Many prominent American pharmacists have received their practical training in this place.

not know about it and its methods, even if he did not actually spend his apprenticeship period in it during his college course?

THE FOUR BLAIRS.

There have been four Henry C. Blairs. The father of the House of Blair was not a pharmacist: the other three have successively been proprietors of this establishment, which, by the way, is the oldest pharmacy now extant in Philadelphia. The store was opened in 1829 by Franklin Smith—one of the historic names in Philadelphia pharmacy. Henry II. soon became an apprentice of Smith's,

and afterwards bought him out some time in the thirties. Upon the former's death, in 1862, Henry III. succeeded to the ownership, and it was during his time that the pharmacy became so closely connected with the Philadelphia College and attained such fame for the extent and character of its pharmaceutical practice.

The third Henry C., indeed, was in many respects a remarkable man, and if the history of American pharmacy is ever written his name will figure conspicuously in its pages. Associated with him for a time in the conduct of the store was his brother Andrew, who afterwards became owner of a pharmacy at the corner of Eighteenth and Chestnut Streets. Henry IV. began his apprenticeship in 1888. After four years of experience he was graduated in 1892 from the Philadelphia College of Pharmacy. He was immediately taken into partnership by his father, and the business was thereafter conducted by father and son until the death of Henry III. in 1901, since which Henry IV. has been the sole proprietor.

So much for a brief history of the Blair dynasty. The business is still conducted in the original building, but enlargements have been made from time to time as the necessities demanded. The present Henry C. has acquired a structure in the rear for laboratory purposes. All three stories of the main building are used by Mr. Blair, and the clerks sleep over the store as they did in the days when the apprenticeship system was a reality instead of a name. Mr. Blair himself occupies a room over the store during the winter season. In the summer he lives with his mother and sister in New Jersey.

SOME INTERESTING HISTORY.

When the store was established, and for many years afterwards, it was in the heart and center of fashionable Philadelphia. Henry III., father of the present owner, was wont upon occasions to relate many interesting stories of the Philadelphia aristocrats who frequented the store and made it a sort of neighborhood club. Men of note—statesmen,



The store as it may be seen to-day, with fixtures which are not new but which convey a suggestion of dignity and experience.

leaders in commerce, judges, educators—often gathered about the stove in the back room and exchanged opinions and swapped yarns.

But this is all history. To-day the neighborhood is very different. One of those silent changes has taken place which every city experiences. The fashionable center has gradually been shifted and the Blair neighborhood has become a boarding-house district. Why is it, I wonder, that boarding-houses almost invariably move in when fashion moves out? Is it because the boarding-house denizen, unable to live and move among wealth, comforts himself (or, more often, *herself*) with the assurance that at least his address has the same street and number as that once used by some scion of aristocracy?

REPUTATION WILL TELL.

But though the "old families" have left the Blair locality they still patronize the Blair pharmacy. Reputation is sometimes stronger than geographical convenience—especially in these days of telephones and messenger boys, when one can order and receive goods without leaving one's house. In two respects the Blair pharmacy has always been and continues to be famous—in its prescription service and in its line of toilet and medicinal specialties. Both have successfully defied the element of location.

Philadelphia is an old Quaker town. It is in many respects a peculiar city. The "old families" still hang together—a statement which reminds one of Ben Franklin's *bon mot*, made at the time of the Revolution, that "if we do not hang together we are in great danger of hanging separately." Yes, the

old families still hang together. They retain the same friends, practice the same customs, and in considerable measure patronize the same doctors and lawyers and druggists. Throughout the city as a whole, indeed, there is more of this spirit of clinging to old associates than is customary in the great American centers. Philadelphia is the City of Brotherly Love.

So it is that physicians who are miles away from the Blair pharmacy continue to write their orders on the Blair blanks. Many of the younger doctors, familiar with the Blair tradition of excellence in prescription work, send their patients to the same place. Many of the old families, and some of the *nouveaux riches* also, purchase their supplies of Blair; while the Blair specialties have a sale all over the city and even in some measure throughout the country as well.

THE LARGE SPECIALTY BUSINESS.

The present Henry C. is true to the Blair tradition of superiority in prescription work, while he has developed the specialty feature of the business considerably beyond what his forefathers were able or disposed to do. His specialty list is a long one, but attention is chiefly centered upon three products in particular—"Blair's Liquid Rennet," which is primarily a food preparation and is sold largely by grocers; "Blair's Wheat Food for Infants," which is handled by the drug trade; and "Blair's Tooth Powder."

These products have been advertised very little, and perhaps the readers of this article will share the curiosity I felt to know how they had happened to



A view of the prescription room, with the chief dispenser, Mr. A. D. Anstock, at the desk. There are facilities for two men, and many excellent prescription methods are employed.

attain a more or less general sale throughout certain parts of the country. I found there were two explanations. In the first place, Philadelphia people who use the Blair products have, in traveling over the country or in staying at certain summer or health resorts, sought to obtain them elsewhere and have thus made entering wedges for the goods here and there. In the second place, the hundreds of P. C. P. graduates who are familiar with the Blair line, many of them from actual experience in the store, have put some of the preparations in stock after starting in business for themselves. And of course if you once give meritorious products of any kind a start, they will worm their own way onward in a gratifying degree.

NO "PATENTS" IN SIGHT!

In the Blair store you will look in vain for patent medicines. They are nowhere to be seen. "But surely patent medicines are kept in stock?" you ask. Yes, but they are in closets underneath the counter, while the shelves ordinarily used for patents are filled with the large and complete line of Blair specialties. Displays of Blair products are made on the show-cases, and everything one sees in the store that suggests a self-administered remedy bears upon some Blair preparation or other.

THE PRESCRIPTION DEPARTMENT.

As I have already intimated, the prescription department has from the first been a conspicuous feature of this store. One of the accompanying illustrations shows about half of the prescription room. There are facilities for two dispensers—two sets of scales and other appurtenances. There is a book index of all the supplies in the room, and this is needed when we remember that in a well-ordered prescription room like Blair's there are dozens if not hundreds of rare alkaloids and synthetics which are not used frequently enough to keep one familiar with their exact location. All such substances, as well as the innumerable bottles of pills, tablets, and the like, are, for reasons of space, laid flat down in shallow drawers with their labels upward, and so numbered and classified that they can be immediately found by means of the alphabetical arrangement employed in the book index.

The old-fashioned but still popular book-file system is used for prescriptions, and as a supplement to this a book is kept as a record of all the prescription business. It is alphabetically arranged, and the

main object of the plan is to make it possible to turn at once to the name of a patient and trace up any prescription which, through the loss of the number, or for a similar reason, cannot be found in the regular file.

THE CHECKING SYSTEM.

Here is the *modus operandi* for dispensing a prescription: All of the necessary supply containers are first assembled in front of the dispenser on the work table. Then, as each one is used, it is placed back upon the counter behind so that it will not be used twice in case the attention of the dispenser happens to be distracted by any circumstance. When the prescription has been filled, a unique checking method is called into service. A second dispenser holds the prescription in his hand while the man who filled it is made to read off the names and quantities of the ingredients *from memory*. Mr. Blair is firmly convinced of the excellence of this method. It makes the clerk careful. It trains his memory. It compels him to develop his powers of observation and attention.

THE BLAIR RULES AND REGULATIONS.

The Blair store has always been noted for its system. Mr. Blair himself says, not without a touch of humor, that "we have rules until you can't rest." The method and order with which things have always been done in the establishment, and the atmosphere of discipline which this has developed and maintained, have had much to do with the reputation of the store and with its value as a training school for students and apprentices. The full list of "Rules and Regulations," drawn up by the second Blair in 1848, and revised by the present Blair in 1893, was printed in the BULLETIN* two or three years ago, and I regret that it is rather long for incorporation in this article. It is worthy of the careful study, however, of every drug-store proprietor in the country. Here are a few of the Rules and Regulations:

Store to be opened promptly at 7 A.M. and closed at 10 P.M.; Saturdays, 10:30 P.M. Sundays, 9 A.M. and 9 P.M.

Business hours will include time between 7 A.M. and 6 P.M. on week-days, except when special work requires longer hours.

During business hours all employees must be on their feet and busied either in waiting on customers or in performing some other store duty.

As waiting on the counter requires the most knowledge and experience, the senior clerk must always go front first,

*See page 512 of the BULLETIN for December, 1903.

then the next oldest. The younger clerks are not to wait on customers except when the older clerks are occupied.

Every person entering the store, whether rich or poor, infant or adult, white or colored, must be treated with courtesy and kindness.

There are to be no master and no servants. Each one is to feel conscious of the fact that the performance of the duties assigned to him is just as necessary and as important as those pertaining to any other person in the store. All useful employment is honorable. Indolence is a disgrace.

Mr. Blair's regular store force comprises himself, two registered men, one qualified assistant, one member from each of the three classes in the college, a porter, and an errand boy. So far as possible, the system of the store dictates the respective duties of these several employees. Thus the third-year college man makes all the pharmaceutical preparations. Products requiring less skill are made by the second-year student, while the first-year youth does the labeling, and so on.

HENRY IV. HIMSELF.

And now for a word or two about the personality of Mr. Blair himself. He is a young man in his thirties and is aggressive and energetic in temperament. He is as full of ideas as he can hold, and some of them are quite radical and unconventional. A rapid and interesting talker, he reminds you of a Gatling gun in action as you listen to him. In college circles and in the P. A. R. D. he plays an active part. For a year or two he was editor of the "P. A. R. D. Bulletin," and his name has more than once been suggested for the P. A. R. D. presidency.

Thus endeth the history of the Blair dynasty down to the present hour. Whether there will be a Henry V., another "Prince Hal," remains to be seen. Mr. Blair has so far shown remarkable fortitude in denying himself the joys of the matrimonial state.

THE REVISED DENATURED ALCOHOL BILL.

Every Farmer May Now Make the Product on His Own Premises—This will Enormously Cheapen the Cost and Increase the Consumption of the Substance, but will Probably Somewhat Lessen its Sale by Druggists and Other Dealers.

By the recent passage of the amended free alcohol bill at the hands of the last Congress, friends of the measure believe the United States Senate has made it possible for the farmer to produce his own heat, light, and power, on his own farm, from farm products, at a merely nominal cost. All that is required is the expenditure of a few hundreds of dollars for a still and vats, and with these once installed he can distil from corn-stalks, apples, grains, or any starch-bearing product of his farm denatured alcohol in sufficient quantities to meet all his needs, at a cost amounting to little more than the labor he expends in tending the still.

Frederick F. Ingram, who from the beginning of the agitation has been interested in free alcohol, and who has been in Washington before the Committee on Ways and Means as the representative of the Michigan State Grange and the Detroit Board of Commerce, furnishes a résumé of the situation and discusses the practicability of erecting and maintaining stills by the farmer. Mr. Ingram is well known as the president of F. F. Ingram & Co., the Detroit manufacturers.

RELATES HISTORY OF THE MEASURE.

"The agitation for untaxed alcohol culminated in the passage of a bill in June, 1906," he says. "It was found, however, that under the bill as drawn its provisions could be taken advantage of only by large distillers, thereby creating a practical monopoly of the business in the hands of the so-called 'whisky trust.' Under the bill, bonded warehouses were required and government storekeepers must be present during the process of denaturization. A movement was set afoot for more liberal provisions, which resulted in the passage of an amended free alcohol bill, March 1, 1907, just before the adjournment of Congress.

"Under section four of the new measure, distilleries producing alcohol in quantities not exceeding 100 proof gallons—that is, 50 actual gallons—of the product, are exempted from the provisions of the first bill to the extent that they are required to maintain sealed tanks, instead of bonded warehouses and a storekeeper. It was the wish of the supporters of the amended bill to have the limit set at 300 proof

gallons, or 150 gallons, per day, but this was defeated by enemies of the measure.

"It is not the intention of the bill that distilling under this section should be carried on as a means of gain or as a commercial institution, but for the use of the farmer himself. Though there might be a profit in the distillation of so small a quantity daily, it would not amount to enough to warrant any one engaging in it as a means of livelihood. The purpose of the limit on production was to make commercialism unprofitable.

HOW THE FARMER IS BENEFITED.

"The method whereby the farmer can take advantage of the bill, which goes into effect September 1, is as follows: A tank must be provided which can be sealed by the internal revenue department. Into this tank the distiller is free to pipe as much alcohol as he pleases up to 50 gallons a day; but he cannot have access to its contents save in the presence of an internal revenue officer, who will visit the premises when notified that the product is ready for denaturation and witness the operation. After that the contents can be drawn. It is expected that these tanks will be of a capacity sufficient to hold the product of a couple of weeks' distilling.

"It is now estimated that the cost of the process of denaturation will be between two and four cents per gallon. Thus the cost of the alcohol will be the interest on the investment for apparatus, plus labor, plus raw material.

"As to the raw material to be used: It is here that the great benefit accrues to the farmer. He can make use of grain, according to the custom of the American distiller; or of potatoes as is the wont of the distiller in Germany; he can use any starch-bearing product of his farm, such as beets, corn-stalks, sorghum, the lower grades of starchy vegetables, apples and other fruit. Corn-stalks and such things, which are practically useless as feed, can be utilized, and after the alcohol is distilled the mash remaining makes an excellent food for stock—food which is more nutritious than in its natural state, and which will be readily eaten by the stock.

APPARATUS COSTS BUT LITTLE.

"Inasmuch as alcohol is produced by fermentation, a maceration vat is essential. This is a receptacle in which the raw material is set, water-soaked, to ferment. Here it must remain for a time, kept at a temperature of 70° to 75°. If the temperature rises above this point, vinegar instead of alcohol will

be produced; if it goes below, the process will stop. If grain be used as material it must be ground; if fodder, cut in a fodder cutter; and if fruit or vegetables, it should be sliced. Fermentation may be hastened by the addition of artificial ferments, which will be on the market as soon as the bill goes into effect. The vats must be kept in a room of even temperature, protected from the heat of summer and the cold of winter.

"Alcohol vaporizes and condenses at a lower temperature than water. The distillate, formed of mash, ferment, and water—mostly the latter—is placed in the still and subjected to the desired temperature. The alcohol vaporizes and is carried into the condensation chamber, where it condenses as fuel alcohol, which has over twice the strength of whisky—a lower strength cannot be utilized as fuel. This alcohol is piped into the storage tank, while the water condenses and is carried back to the mass in the still. This process is termed automatic distillation, and does away with redistillation, as the alcohol is produced by this means in a practically pure state. The expense of this process is slight. Though it is necessary to have the fires attended, all that is required is to maintain a uniform heat.

HAS A TRIPLE UTILITY.

"When produced, the alcohol has three principal uses—for illumination, power, and fuel. It is the ideal illuminant, giving an incandescent light steadier than electricity; and in it the objectionable features of gasoline and kerosene are eradicated. It can be burned in a lamp and is portable like kerosene. It does not vaporize in the open air like gasoline, and while an explosion is possible, such a thing is practically unheard of.

"For heating and lighting, denaturated alcohol has many advantages over any other known fuel power. It has fewer heat units than gasoline, but it develops more power, because it can be subjected to greater compression. The relative power of the two is given by the government experimental station as: gasoline 0.69, alcohol 1.23 pounds per brake horsepower hour.

"It can be used in an ordinary gasoline engine without structural alterations, although the ordinary engine not especially built for its use requires 1.8 the alcohol that it does the gasoline to produce the same result. However, in a regular alcohol engine the saving is very great.

"It is doubtful if alcohol can be brought to compete with gasoline on the open market, if made from

cereals, but if made by the farmer, utilizing the by-products of his place like fodder, decayed potatoes, apples, and such things, there is an opportunity for great economy and an inexhaustible source of supply for heat, light, and power that is beyond the reach of combinations or of transportation exactations.

"In addition to this, the material from which the alcohol is produced remains after distillation, and is alone worth the cost of distillation, so that the cost of the alcohol itself is reduced to a merely nominal sum. In a short time the still could be made to be self-sustaining and the saving to the farmer can scarcely be estimated."—*Detroit Free Press*.

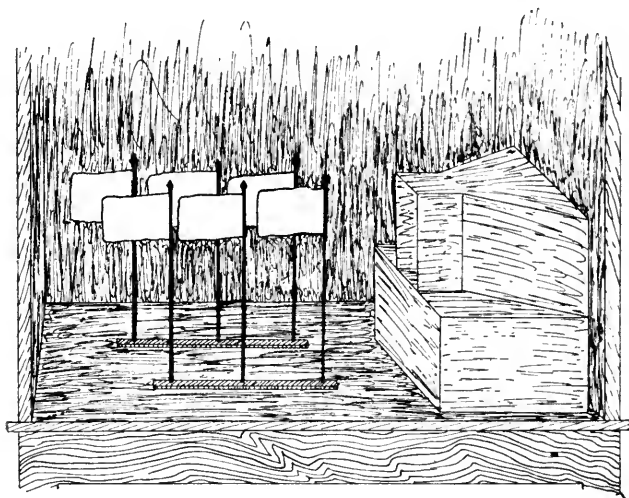
TWO NOVEL WINDOW DISPLAYS.

By B. A. CHAMBEAU.

Here are the descriptions and drawings of two window displays which ought to yield results. They have done so already, and there is no reason why they should not do so again.

A FLAG WINDOW DISPLAY.

Set a box at one side of the window, and on it set another box made somewhat like the one in the sketch. Cover both with cloth or colored paper to harmonize with the rest of the surroundings. Set

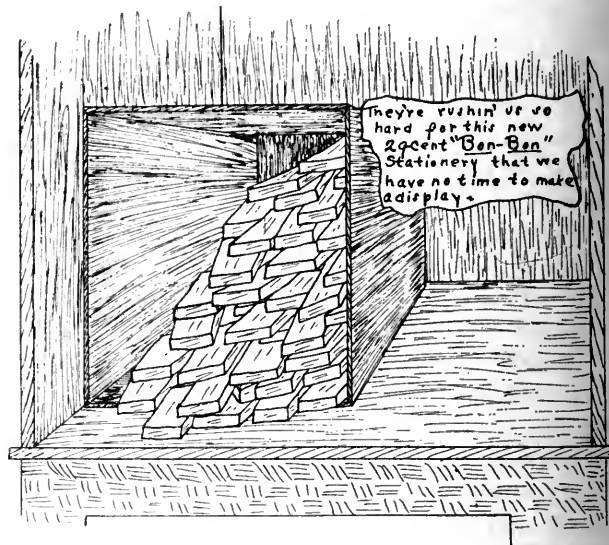


your fan in the upper box, which is shaped to focus the current of air directly upon the flags. It will be better if the fan box be lined with dark material and fronted with a screen; this to hide the fan. Be sure that all crevices at the sides of the fan are well covered. At equal distances in front of the fan set two rows of flags, of any design wished—Old Glory, flags of various countries, flags with advertisements painted on them, according to the time and taste. On Decoration day and the "Fourth," the flags should be national, of course. Every Irishman knows what device they should bear should the time chance to be around St. Patrick's day. On Labor

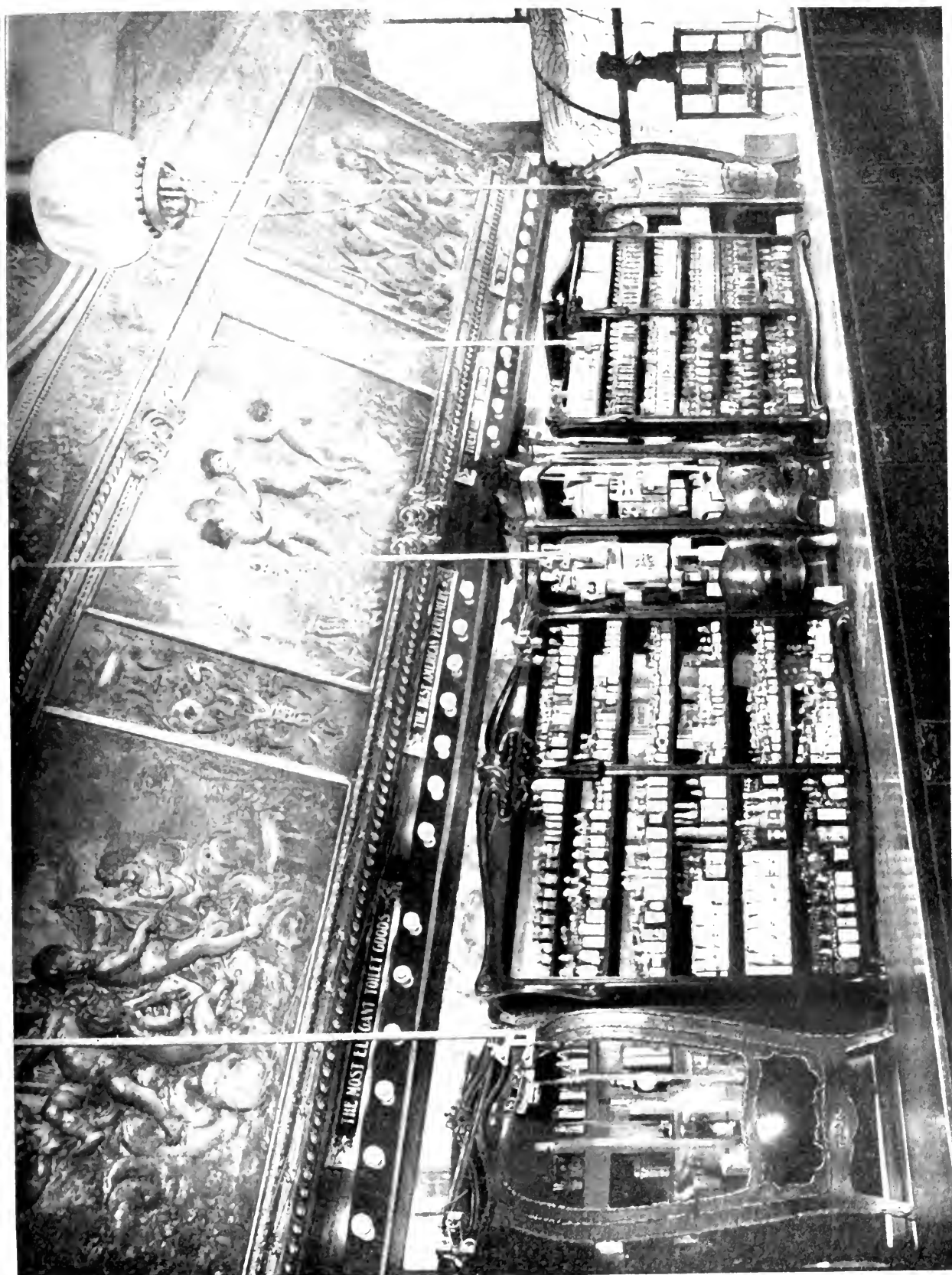
day they could be miniatures of organization banners. In college towns, on days of celebration, they could be in college banner style, and so forth, *ad infinitum*. Display goods on the floor of the window. Turn on the current sufficiently to keep the flags extended enough to make them show up well.

A "ROUGH-HOUSE" WINDOW DISPLAY.

The accompanying sketch gives a good idea of how the display may be made. Tip a big wooden box over in the window, and half throw, half pile in it and in front of it a lot of boxes of the line to



be featured. Allow some of the boxes to be open, with contents partly spilled out, to increase the tumbled appearance. At the side of the box throw a lot more goods. Up against the glass, high enough so that it will not obscure the view of the display, and yet not too high to be easily read, place a sign similar to the one in the sketch. This will be more in keeping with the display—and still be artistic—if drawn on a very heavy strip of brown paper, with torn edges. The lettering should be in jet-black, preferably glossy ink.



AN ARTISTIC PHARMACY. The Economical Drug Store, located at 84 State Street, Chicago, is one of the most beautifully decorated establishments in the country. In this view a small section only of one side of the store is shown in order that the detail may be clearly seen. The elaborate stuccos between the side fixtures and the ceiling are replicas of the famous reliefs in Baron Rothschild's ballroom in Vienna, and they represent the work of one of the most gifted of Parisian artists. Against the wall are seen five cases filled with perfumery. Two of these, the larger ones, are of the regulation design used throughout the store; the three smaller ones are Parisian and were picked up in France at a sale. Mr. Charles H. McConnell, the proprietor of the store, is a connoisseur of art a globe-trotter and a man of the world. The Economical Pharmacy does a daily business averaging something more than a thousand dollars the year around.

PROFITS AND EARNINGS.

The Editors of the BULLETIN would be glad to receive annual business statements from their readers for publication and comment in this department. The names of correspondents will be withheld, and their identities preserved in confidence.

A FINE SHOWING FROM CHICAGO.

To the Editors:

Allow me to submit to you the statement of my annual business operations for your "Profits and Earnings" department:

Sales for the year	\$19,658 80
Purchases	11,889 20
Increase in stock, as shown by the inventory.....	481 43
Expenses:	
Rent	\$ 720 00
Light	159 38
Clerk hire	1,274 10
Proprietor's salary	1,000 00
Miscellaneous	490 45
Total expenses	3,643 93
Net profits	4,607 10
Proprietor's salary	1,000 00
Total income from the business	5,607 10

The item of miscellaneous expense includes all other expenses not otherwise mentioned, such as lighting, insurance, advertising, postage, car fare, etc.: it also includes \$100 for depreciation of fixtures.

CHICAGO.

"Chicago's" statement needs a little farther elucidation to make it perfectly clear. We may present the following calculations:



FOUR CUBAN PHARMACIES.—Lester H. Carragan, Cuban representative of Parke, Davis & Co., sends the BULLETIN the four views of Havana pharmacies seen on this and the opposite pages. The first picture shows the shop of Alfredo Martinez, which is situated in Havana at the corner of Consulado and Animas Streets. It is a retail pharmacy and is one of the successful and well-known stores in the Cuban city.



FOUR CUBAN PHARMACIES.—This view shows the Drogueria "El Amporo" of Dr. Anselmo Castells y B. It is to be found at the corner of Empedrado and Agniac Streets, and is one of the oldest stores in Havana. A large business is done in special preparations made in the establishment.

Sales	\$19,658 80
Purchases:	
Total purchases	\$11,889 20
Stock increase shown by inventory.....	481 43
Actual cost of goods sold.....	11,407 77
Gross profits	\$ 8,251 03
Expenses	3,643 93
Net profits	\$ 4,607 10
Proprietor's salary	1,000 00
Total income from the business	\$ 5,607 10

This is certainly an unusual showing. It is to be assumed, of course, that "Chicago" has guarded himself against deception by marking off something in his annual inventory for depreciation in stock, fixtures, and book accounts. He mentions a depreciation item of \$100 for fixtures, but says nothing about book accounts and stock.

Taking the statement at its face value, however, it shows a total annual income of \$5607.10 from a business of about \$20,000 a year. Dividing the gross profits by the receipts, we find the former to average 42 per cent. Dividing the expenses by the receipts, we discover a percentage expense of about 18½. The gross profits are unusually large, particularly when we consider that the business is located in a great city like Chicago; and, on the other hand, the percentage expense is remarkably small. Net profits are realized of 23½ per cent, while anything over 15 is exceedingly gratifying.

Judging from "Chicago's" expense for clerk hire, it seems probable that he has one registered clerk and one boy. This is a small force for a store hav-

ing annual sales of \$20,000, and it would look as though "Chicago" was himself a hard worker. This in a measure probably explains his remarkable financial showing.

A PUZZLING STATEMENT FROM ARIZONA.

We have received from a firm of Arizona druggists a business statement which we cannot quite understand. Perhaps we are stupid. At any rate, we shall present the statement for the consideration of the students of this department of the BULLETIN. The Arizona firm had been in business only six months when the figures were compiled, and the first part of the statement is as follows:

ASSETS AND LIABILITIES, DECEMBER 1, 1906.

Inventory November 31, 1906.....	\$ 4,156 53
Accounts receivable	828 00
Cash in bank	1,656 58

Total assets December 1, 1906.....	\$ 6,641 11
Total liabilities	1,384 80

Present value of investment.....	\$ 5,256 31
Money invested at the beginning, 6 months before.	3,000 00

Increase in value of investment.....	\$ 2,256 31
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Now on the face of it this looks like a pretty good showing. It would seem to mean that this firm of Arizona druggists, in the first six months of their business experience in this particular store, had increased the value of their property to the extent of \$2256.31, in addition, presumably, to their salaries. But now let us present the remainder of their statement:



FOUR CUBAN PHARMACIES.—Here we have the Havana branch of Colgate & Co. It a well-appointed and creditable establishment. American manufacturers who are taking a serious view of Cuban trade are realizing the advisability of annexing the business as rapidly as possible.



FOUR CUBAN PHARMACIES.—This is the retail store of Dr. Domingo Amador, at Tamparillo 74 in Havana. It will be seen by this and the other pictures in the series that the decorated shop window of the United States is not known in Cuba. The green and red drug-store signs are also conspicuously absent.

Cash sales for the six months	\$12,277 65
Purchases	12,266 73
Expenses:	

Salaries to owners (no clerk).....	\$1,781 00
Rent, light, insurance, freight, etc...	1,100 00

Total expenses	2,881 00
Cash discounts	169 95

Now it is the foregoing part of this statement which puzzles us. We cannot make it square with the first part of the statement. Here is the way we analyze the situation:

Purchases	\$12,266 73
Cash discounts	196 95

Net cost of purchases.....	\$12,097 78
Goods which went into the permanent stock, as shown by the increase in the inventory from \$3000 to \$4156.53	1,156 53

Net cost of goods sold.....	\$10,941 25
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In the foregoing calculation we have determined the exact net cost of that portion of the total purchases which were handed out again by the Arizona firm across the counter. Now we desire to find out what these goods brought, and then deduct the cost from the receipts, thus arriving at the gross profits.

Next, by deducting the expenses from the gross profits, we shall arrive in the customary way at the net profits:

Cash sales	\$12,277 65
Credit sales	828 00
<hr/>	
Total sales	\$13,105 65
Net cost of the goods	10,941 25
<hr/>	
Gross profits	\$ 2,164 40
Total expenses	2,881 00
<hr/>	
Loss	\$ 716 60

Is there anything the matter with this analysis of the Arizona statement? We cannot for the life of us see that there is, and yet we have shown by the sheer logic of the figures that there was an actual loss registered of \$716.60, whereas in the first part of the statement, giving the total assets and liabilities, it is asserted that the firm made a net profit of \$2256.31. Who can reconcile these figures?

THE STATEMENT OF A WEST VIRGINIA DRUGGIST.

To the Editors:

We have read your series of articles on the business side of pharmacy with a great deal of interest. We enclose you our statements for 1905 and 1906, and we trust you will be kind enough to comment upon them and call our attention to any shortcomings. We should like to have your idea of the success or failure of our operations. Here is the condensed statement for the two years made up from our book of records:

	Cash sales.	Credit sales.	T. sales.	Credit purchases.	Received on account.	Cash receipts.	Paid on Cr. purchases.	Expenses.
1905	\$9395.70	\$4357.15	\$13753.45	\$9682.79	\$3965.20	\$13260.90	\$8302.65	\$1879.03
1906	8688.65	4647.75	13336.90	8723.52	4557.00	13245.55	8192.80	2106.30

Some other figures will be necessary in order to give you a complete idea of our business. Our inventory January 1, 1906, was \$4516.23 for stock and \$3291.65 for fixtures, making a total of \$7807.88. Our inventory for January 1, 1907, was \$4345.76 for stock and \$3300 for fixtures, making a total of \$7645.76. The item of expenses, shown in the above record, does not include the proprietor's salary of \$1000. The total expenses for 1906 were therefore \$3106.30. My business is in a city of 5000 inhabitants and there are four stores. I pay \$40 a month rent, and since January 1, 1902, I have filled 20,937 prescriptions.

WEST VIRGINIA.

Let us examine the foregoing statement and determine the percentage of gross profit, the percentage of net profit, and the proprietor's total income from the business. The inventory figures show that there was a decrease in the stock during 1906 of \$170.47. Goods to this amount, then, were sold in addition to those purchased throughout the year. Adding this figure to the 1906 purchases of \$8723.52, we find the total cost of the goods sold during the year was \$8893.99. Subtracting this amount from the total sales of \$13,336.90, we have gross profits of \$4442.91. Subtracting in turn the total expenses of \$3106.30, we have net profits of \$1336.61. Adding the proprietor's salary of \$1000, we find that his total income from the business was \$2336.61.

This is a fair showing only, even if taken at its full face value. There are, however, two or three things which detract somewhat from the exhibition. It would look from the inventory figures as if nothing had been written off for depreciation in stock and fixtures. Wise druggists charge off 10 per cent on the soda fountain annually, and 5 for the show-cases and shelving. If one fails to do this, he is deceiving himself as to the value of his property, and consequently as to the amount of his annual earnings. Then, again, "West Virginia" is doing an unusually large credit business, and there is a chance here for considerable loss. Has any effort been made to write off anything for depreciation in book accounts?

Furthermore, it is apparent that "West Virginia" has not taken advantage of the economy of cash discounts. Perhaps, indeed, he was not able to do so. It is quite likely that he carried so many accounts on his books that he lacked ready money to pay his bills promptly. Thus we have another illustration of the undesirability of doing a large credit business.

"West Virginia's" gross profits were 33 $\frac{1}{3}$ per cent. This is rather a small figure for a town of 5000 people. The expenses were a little less than 23 $\frac{1}{3}$ per cent. This figure is about what might be expected, but it seems to us that the gross profits might be larger. The net profits, however, are seen to be 10 per cent—and 10 per cent is a fair minimum average. No druggist should be satisfied with less, and the aim should be to approach as near to the 15 per cent mark as possible.

DOLLAR IDEAS.

The Editors of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What they want are good formulas, dispensing kinks, bookkeeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.

HOW TO SELL WALL-PAPER.

From a Practical Druggist in Iowa: Every dealer in wall-paper knows that it requires considerable tact, or what we usually term salesmanship, to handle and sell wall-paper successfully, and as a preliminary help to the uninitiated, or to those having a limited experience, I offer a few suggestions or pointers which, if adhered to, will help in making sales and serve also to shorten the time of doing so. After learning that my lady customer desires to see wall-paper, my method is to open up the sample books and immediately ask what kind of a room she intends papering, and I also inquire if she prefers a one-band or a two-band border, meaning, of course, a narrow or wide border. These two questions being answered, the salesman has some idea in his mind of what kind of a paper the customer is looking for.

Never ask what priced paper one is in search of, for this may knock you out of a sale later on, in this way: if a lady comes to your store with her mind strongly impressed that she will not pay more than 8 cents or 12½ cents, as the case may be, you may have some trouble in showing her anything better, but continue showing her all your samples, being very careful to notice and remember as you are passing the ones that she likes best, and these you can return to later and show her a second time. It is a wise plan, if possible, to get the customer pinned down to one or two patterns, and having done so it is now time to ask for the size of her room so that you can estimate the cost to her in the papers of her selection.

Using this method, you will be surprised how quickly you can make your sale and how easily, too.

FOUR SALABLE SPECIALTIES.

A. E. Pratt, Waukon, Iowa: I put up four preparations all in the same style of container, thus avoiding an investment in different types of package. I buy the "Red Star" pomade bottles in the 2-ounce size. These cost me \$3 a gross. For the first of the four preparations I bottle my own vas-

elin or petrolatum, buying the product in 50-pound lots for the purpose, and getting my labels made by the local printer. This preparation retails at 5 cents. For preparation No. 2 I make a hair pomade consisting of lily-white petrolatum perfumed with bergamot; this retails readily for 10 cents. Preparation No. 3 is a foot powder consisting of talcum and salicylic acid. In this instance I take a small wire nail and make about ten holes in the cover of the package, so that the powder can be shaken out easily into the shoes. This product retails at 25 cents. Preparation No. 4 is an "Australian Ointment" consisting of petrolatum and oil of eucalyptus, and this retails also at 25 cents. Thus you see that I have two 25-cent preparations, one 10-cent preparation, and one 5-cent product, all utilizing the same container, thus avoiding duplication of investment and trouble.

A NOVEL WINDOW IDEA.

Justin Lovett, Huntington, Indiana: Here is the scheme for a novel show window which recently attracted a great deal of interest: We stretched a cord across the window about 2½ feet from the bottom. Then a small electric fan, arranged at an angle of about 45 degrees, was placed about 3 feet back from the window-pane. Strings fastened onto the fan protector at intervals of two inches apart were run to a common point in the center of the cord stretched across the front of the window, thus making a funnel-shaped contrivance. Into this funnel we put a dozen small rubber balloons, variously colored and all of them inflated with air. The fan, turned on slightly, kept the balloons in constant motion, flying to the upper part of the funnel and then returning to the fan only to be shot back again. This proved to be the best window attraction we ever devised. It attracted crowds.

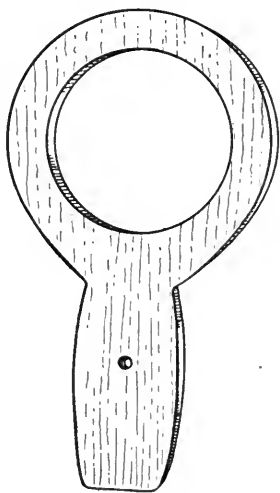
DEATH TO CHICKEN LICE.

M. R. Shotwell, Sterling, Colorado: By accident I discovered a method last year of destroying chicken lice in hen-houses, and it acted also as a preventive. A large can of crude carbolic acid sprung a leak in our wareroom. I covered it with sawdust and left it for several hours. When I took up the sawdust I found it thoroughly saturated, and this gave me an idea. I first mixed about one pint of carbolic acid, one ounce of carbon bisulphide, one ounce of oil of tar, and four ounces of coal oil: this I stirred with all of the fresh sawdust that it would saturate. Being interested in chicken rais-

ing, and also suffering from the presence of lice in my chicken house, I sprinkled a small quantity of the sawdust mixture in the bottoms of nests and covered it in each instance with fresh straw. Strange to say, my hen-house was free from this pest all the season. Since then I have been selling the product in pint cans at 25 cents and have found it a winner! I find that the sawdust keeps the acid and the other substances from evaporating much longer than anything else does.

A CONVENIENT DEVICE FOR THE PRESCRIPTION CASE.

M. R. Shotwell, Sterling, Colorado: I find the idea represented by the attached drawing to be very convenient at the prescription case. It is a small filter rack and is cut from the lid of a cigar box.



It is secured by a screw to the under part of the lower shelf of the prescription counter. When not in use it may be turned to one side, where it is out of the way and completely hidden from sight. This may not be a new idea, but I have never seen it in use except in this pharmacy.

HANDLING FLOWER AND GARDEN SEEDS.

Herbert F. Goodrich, Anoka, Minn.: We handle a full line of flower and garden seeds, and with the larger packages we have always been bothered by having the bags get mixed up and overturned. We have also frequently had to stop and look up certain varieties in the seed catalogue in order to give proper information to our customers. These difficulties suggested the plan of saving all of our wide-mouth bottles, of 8-ounce capacity and larger, and pouring the seeds into these and pasting on them the label cut from the bag. A description from the seed cat-

alogue we also paste on the bottle. This results in a much neater display and it saves much time in rush hours. Perhaps others handling seeds can be assisted in the same way.

COMPOUND SOLUTION OF CRESOL.

F. Nitardy, Chicago, Ill.: The formula for Liquor Cresolis Compositus of the new U. S. P. reads as follows:

Cresol	500 Gm.
Linseed oil	350 Gm.
Potassium hydroxide	80 Gm.
Water, a sufficient quantity to make.	1000 Gm.

Dissolve the potassium hydroxide in fifty grammes of water in a tared dish, add the linseed oil, and mix thoroughly. Then add the cresol and stir until a clear solution is produced, and finally sufficient water to make the finished product weigh one thousand grammes.

Considerable difficulty has been experienced by many druggists in getting this process to work properly. I have devised the following modification: I first warm the mixture of alkali and oil until saponification takes place, and then I proceed as directed. By this method a much less irritating and a much more satisfactory preparation is obtained.

A WHITE CAPPING-MIXTURE FOR BOTTLES.

Crawford T. Ruff, Montgomery, Alabama: Here is a mixture which is especially fine for capping toilet preparations. Melt 8 ounces of white wax over a spirit lamp. For this purpose the wax may be put in any cheap tin or porcelain vessel with a handle. When the wax is melted, add 2 drachms of thick mucilage of tragacanth and 1 ounce of bismuth subnitrate. Stir briskly until a uniform mixture results. The preparation is now ready for use. Dip the necks of stoppered bottles in to the desired depth. The substance will congeal almost immediately. Repeat this operation about three times and you will have a beautiful white cap—firm and yet easily removed. During the capping process the mixture must be stirred and held over the lamp from time to time.

A DISPENSING MANEUVER.

T. C. Prince, Knoxville, Tennessee: Physicians quite frequently prescribe certain of the proprietary or semi-proprietary ointments or pastes which are put up in collapsible tubes and enclosed in cartons. In such instances it is desirable to remove every evidence that the preparation was not especially made upon the physician's order. The label on the

tube is usually soaked off, the circular discarded, and the printed matter on the carton removed. To remove the latter is sometimes a difficult task. Here is the best method: Take a pledget of cotton, saturate it with ether or chloroform, and rub it lightly over the printing. The printing will usually disappear readily. The same plan may be used with most tin containers employed in prescriptions of this kind. By putting the directions on the box or tin, as the case may be, you then have a neat prescription package ready for delivery.

TOOTH-BRUSHES BY THE BUSHEL!

J. C. Eindress, Crown Point, Ind.: Let me tell you about a "freak" window display we had recently. We stuffed an ordinary bushel basket with scrap paper, and then topped it over with tooth-brushes in such a way as to make it appear that the basket was full of them. We then placed a card beneath reading as follows: "We buy these by the bushel. Can we sell you some?" After a few days we replaced the basket with a new and clean coal hod, filled it in the same way, and put on it a card which read: "We still have tooth-brushes to burn." There was nothing else in the window. The idea attracted attention, and we sold tooth-brushes in gratifying measure. The effects of the display were felt for months afterwards.

A BOOKKEEPING HINT.

Crawford T. Ruff, Montgomery, Alabama: Classify your credit customers on your books. Suppose, for instance, that some of them are railroad people. Learn which road they are connected with and what day they receive their pay envelopes. *Then have their itemized bills ready on that date.* It may happen to be on the 17th of the month. All right—*have the bills ready!* Let this system be carried out so far as possible with all of your book accounts.

A "CORKING" DEVICE.

A. H. Bosworth, Wichita, Kansas: Take a small "riveting" hammer, slip a rubber crutch-tip over the head, and you have a bottle-corking machine which is just as useful to cork one bottle as it is a thousand, and you don't have to move the bottles to the machine, either! Soften the corks by steaming or moistening, and you can pound them in tight with never a broken bottle, chipped neck, or cut hands.

MAKING SUPPOSITORIES.

J. H. Schroeder, Baltimore, Md.: I have found that in making suppositories which contain drug extracts, you can get the best results by first rubbing the extracts down with glycerin and alcohol, afterwards melting the cacao butter by placing the dish in hot water. By this method the cacao butter does not get hot enough to burn the extracts.

A CORN-CURE WINDOW.

Andrew J. Gag, Marshall, Minnesota: We had a corn-cure window not long ago that caused a good deal of talk in our little town of 2500 people. The central feature was a hand corn-sheller which I borrowed from a hardware dealer. Then I put a few dozen of my own corn medicine in the window and displayed a placard bearing the following legend: "The Two Best Corn-shellers in the World!" I must say that this helped the sale of my corn cure considerably.

PUSHING TOILET PRODUCTS.

Joseph F. Hostelley, Philadelphia, Pa.: To advertise the toilet department profitably insert a small ad. on the woman's page of the local newspaper, following the section that gives health and beauty hints and recipes. Say in this ad., briefly, that the filling of toilet recipes is made a specialty and that all ingredients of the preparations suggested on this page are kept in stock, pure and fresh. Say a few words also about some toilet specialty of your own.

QUICK METHOD OF MAKING TINCTURE OF IODINE.

A. H. Bosworth, Wichita, Kansas: Tincture of iodine is very conveniently made as follows: Place a tuft of cotton in the neck of the funnel, fairly tight; put the iodine in the funnel, and the potassium iodide *on top*, and pour in the alcohol. The alcoholic solution of potassium iodide dissolves the iodine very readily, and the first half of the menstruum will take up all of the iodine, leaving the funnel clean after the operation.

THE UNHOLY ODOR OF IODOFORM.

M. R. Shotwell, Sterling, Colorado: To remove the odor of iodoform from the hands, mortars, etc., rub a small quantity of tannic acid on the object to be deodorized. Wash well, and the odor will immediately disappear.

LETTERS.

SYRUP OF HYPOPHOSPHITES.

To the Editors:

I contributed a paper on "Preparations of the Hypophosphites" to page 102, *et seq.*, of the March BULLETIN. I now discover that an error was made in the "Typical Formula" contained in that article. The amount of potassium citrate should have been 30 grains instead of 3 grains. The corrected formula is as follows:

Potassium hypophosphite24 grains.
Manganese hypophosphite16 grains.
Calcium hypophosphite16 grains.
Iron hypophosphite20 grains.
Quinine hypophosphite 8 grains.
Strychnine hypophosphite 2 grains.
Potassium citrate30 grains.
Hypophosphorous acid2 drachms.
Water,
Syrup, of each, enough to
make16 fluidounces.

Dissolve the iron and manganese salts in two ounces of water with the potassium citrate by the aid of heat, and to this add the potassium hypophosphite. Dissolve the calcium hypophosphite in four drachms of boiling water and protect with four ounces of syrup. Dissolve the quinine and strychnine salts with the hypophosphorous acid and a few drachms of water. Mix and add syrup to make the required measure.

Prince Albert, Sask.

WALTER G. GOODE.

FROM A DRUG CLERK.

To the Editors:

Your editorial in the March BULLETIN, "A Practical and Convincing Story," strikes me as being the most valuable thing that has appeared in your columns for many a day. This subject of early closing is of vital importance throughout the country. Pharmacy must remain a weakling so long as its followers yield to the tyrannical custom established and born of the direst ignorance. In our land of the free despotism finds expression nowhere more forcibly than in the retail drug business. We toil by day and by night feeling the yoke.

Pharmacy can never be strong and masterful as it would be if we merely had rational, uniform, and sensible closing hours. The proprietor often enjoys some leisure, but in many cases he knows nothing of the true call of the profession and is actuated only by a mercenary spirit. The truly initiated, the horde of registered men, who toil faithfully and are true to the higher interests of pharmacy and to her sacred

traditions, are the men who feel and deplore most a late closing hour. Pharmacy is deprived of social recognition and can never enter into the dignity and worth that might be our own if we could close when we should, and as other business firms do, at the end of the day. If you want to use the influence of your valuable journal for all that is most vital to the drug business, do not let up on this line of reform.

F. V. CLARK.

Abilene, Texas.

SHE THOUGHT SHE HAD BEEN BUNCOED.

To the Editors:

I am taking a good deal of interest in your curious column in the BULLETIN. These amusing and illiterate letters and orders from customers help somewhat to redeem the drug business and to contribute

*you have not known a girl had money
and you know it is*

Dear Sir - I have bought a quart of alcohol
I gave you \$2.00 bill you gave me change
as I thought a 1/2 dollar it was not so
when I got home I see a good 1/2 dollar the
other had been I send it back with my
brother give him the good one if not I shall
see what to do next mon mind give him
the money 50¢ from water of boy

occasional periods of entertainment. I hand you a letter recently received from a bellicose damsel who thought she had been buncoed by receiving a Columbian half-dollar in her change.

East Pittsburg, Pa.

R. W. NEVIN.

A COUPLE OF FUNNY ONES.

To the Editors:

I have been much interested in the amusing customers' orders which have been printed in the BULLETIN from month to month. Recently I had a call from a Dutch woman for "fife cent wort of de Garbolicks of assid." More recently still a man asked for "elastic acid." What he meant was boracic acid. Pretty close, wasn't it?

The BULLETIN is all right! Without it I should be on the retrograde instead of the upgrade.

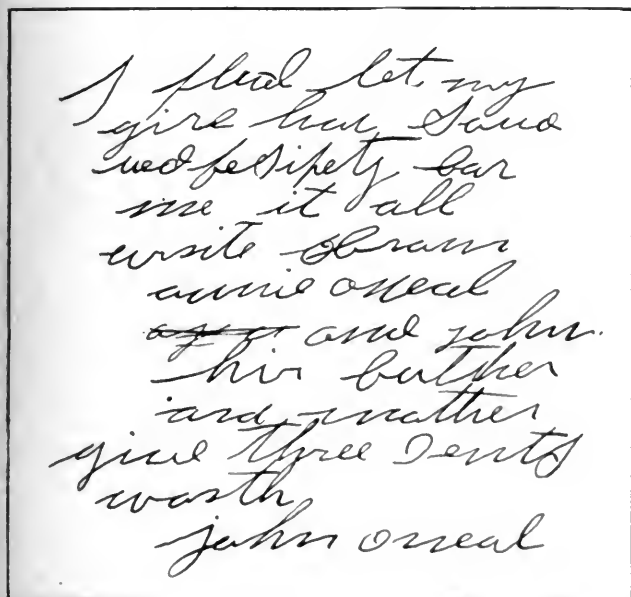
W. J. DEEMS.

Laud, Indiana.

THIS ONE DESERVES THE MEDAL.

To the Editors:

I am enclosing you an illiterate order which I think "lays over" most of those that you have published. I think it deserves a prize of some sort.



I plead let my
girl have some
red precipitate for
me it all
write from
annie o'neal
and john.
his mother
and mother
give three cents
worth
john o'neal

It may need to be interpreted to some of your readers. Here is a "free" translation of it:

"Please let my girl have some red precipitate for me. It's all right. From Annie O'Neal and John, her father and mother. Give 3 cents' worth. John O'Neal."

E. A. SAXBY.

Weston, Ohio.

A FORMULA FOR MIGRAINE OINTMENT MENTHOLATED.

To the Editors:

Here is a good formula for a mentholated migraine ointment which might be of interest to your readers:

White petrolatum	2.0
Lanolin	85.0
Menthol	10.0

Unite the lanolin with the petrolatum over a bath, and when about to cool add the menthol and put up the package at once.

W. A. S.

SOLUTION OF IRON AND MANGANESE PEPTONATE.

To the Editors:

It is with considerable embarrassment that I find I have allowed another error to enter into my published formula for the solution of iron and manganese peptonate, as presented on page 121 of the

March BULLETIN. Will you be kind enough to help me by changing the amount of sodium citrate from 25 to 35 grammes. The additional amount of the salt is made necessary because of the increase in the amount of iron used over my original formula.

Baltimore, Md.

H. A. B. DUNNING.

DORSEY'S MIXTURE.

To the Editors:

I observe that one of your correspondents desires a formula for Dorsey's Mixture. It is as follows:

Magnesium sulphate 8 ounces.

Warm water, enough to make.....16 ounces.

Mix, and when cool add:

Aromatic sulphuric acid1 ounce.

Filter the product. The finished preparation should measure a pint. Directions for use: 1 drachm as advised by the physician.

This product seems to be the thing as a cathartic in pregnancy and in surgical operations.

Marinette, Wisconsin.

WILLIAM F. SCHULZ.

A DISPENSING KINK.

To the Editors:

I think here is an original idea: If a precipitate forms in Basham's Mixture while making or after making, it will disappear if acetic acid be cautiously added and if the preparation is permitted to stand for a few minutes after each addition.

Buffalo, N. Y.

JAMES B. HARRINGTON, Ph.B.

HE KEEPS THEM FOR PERMANENT USE.

To the Editors:

Please send me a couple of your BULLETIN binders, such as I think you mentioned in a recent issue as being worth 65 cents each. I have a similar binder now with the issues of two years in it, minus the advertisements, but I have three or four more volumes waiting to be put together. The BULLETIN is too good to lose through want of caring for it!

St. Thomas, Ontario.

FRED W. JUDD.

To the Editors:

We enclose you check for \$1.00 because we cannot do without you in our business. We think you are the best, richest, newsiest journal going!

Lone Oak, Texas.

WEEDEN & WEATHERLY.

STATE BOARD QUESTIONS.

The BULLETIN has been requested so many times, both by clerks and proprietors, to publish board of pharmacy questions that it has decided to print a full set every month in this department of the journal.

SOME WISCONSIN QUESTIONS.

1. (a) What is a chemical symbol? (b) What definite weight does a symbol represent? (c) What is a chemical formula? (d) A chemical change? (e) A chemical equation?
2. (a) A physician sends an order for a pint normal salt solution. What would you dispense? (b) Define normal volumetrical solutions.
3. Differentiate between: (a) Disinfectants, (b) Deodorizers, (c) Germicides, (d) Antiseptics, (e) Asepsis.
4. What is (a) Eugenol, (b) Phenylis salicylas, (c) Methylis salicylas, (d) Pyrogallol, (e) Acetphenetidinum?
5. (a) What would be the weight of 250 Cc. official alcohol in grammes? In grains? (b) How many cubic centimeters does eight troy ounces of glycerin measure?
6. Give official Latin titles and state briefly the modes of preparation of each of the three official varieties of sulphur.
7. Stramonium. (a) Give common name of plant. (b) Botanical name and family. (c) What part of plant is now official? (d) What is the minimum percentage of mydriatic alkaloids it should contain? (e) Make a drawing of leaf.
8. Cochineal. (a) What is the Latin name? (b) What is its definition? (c) What does it contain? (d) For what is it used? (e) Why does the Pharmacopœia limit the amount of ashes to 6 per cent?
9. State average dose by mouth, by rectum, and hypodermically of (a) Morphine sulphate; (b) Cocaine hydrochlorate; (c) Strychnine sulphate. (d) Give rule for adjusting the doses of medicine for children.
10. Explain the hardness of water, both temporary and permanent. State how hard water may be softened, and give equations for the reaction.
11. Define (a) Deliquescence, (b) Efflorescence, (c) Lixivation, (d) Incineration, (e) Carbonization.
12. (a) Define specific gravity. (b) What unit of expression for specific gravities is demanded by the U. S. P.? (c) At what temperature are the specific gravities given in the present Pharmacopœia usually taken? (d) How would you determine the specific gravity of a light body such as cork?
13. (a) What is chloride of lime? (b) Give the official Latin name. (c) Does it differ from chloride of calcium? If so, how? (d) What should be the percentage of its chief active constituent? (e) Name an official preparation in which it is used.
14. Give composition and percentage strength according to the present Pharmacopœia, also average dose, of each of the following: (a) Tinctura ferri chloridi; (b) Tinctura iodi; (c) Tinctura rhei; (d) Tinctura capsici; (e) Tinctura aconiti.
15. What is meant by (a) pharmaceutical incompatibility; (b) therapeutical incompatibility; (c) chemical incompatibility? Give an example of each.
16. What two official roots are obtained from plants be-

longing to the natural order or family Menispermaceæ? Give botanical name and habitat of each.

17. Give official Latin name and write out the chemical formula for each of the following: (a) Cream of tartar; (b) Epsom salt; (c) Borax; (d) Calomel; (e) Blue vitriol.

18. Opium. (a) What is it? (b) Give botanical name and family of plant yielding it. (c) Name four principal constituents. (d) What is the chief constituent and what should be the minimum percentage of same? (e) Give medical uses and average dose.

19. How many milligrammes are there (a) in one hectogramme; (b) in four decigrammes; (c) in five grains; (d) in one av. ounce. (e) Convert 0.0005 gramme into troy weight.

20. Silver Nitrate. (a) Give official Latin name; (b) chemical formula. (c) Why is a solution of silver nitrate usually milky when made with ordinary water? (d) How would you prove the presence of lead nitrate? (e) What excipient would you use for making pills of silver nitrate, and why?

21. State antidote and treatment used in cases of poisoning by (a) Morphine, (b) Oxalic acid, (c) Carbolic acid, (d) Rough on rats, (e) Sugar of lead.

22. State botanical name, family, habitat, and part of plant used of each of the following: (a) Sweet-flag, (b) Pennyroyal, (c) Foxglove, (d) Mandrake, (e) Cascara.

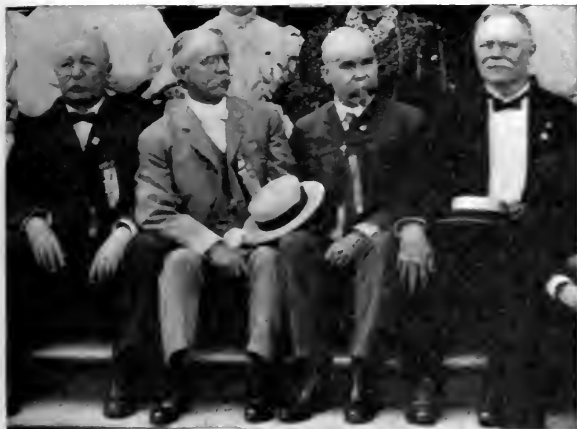
23. What four elements are termed halogens? (b) Give three reasons why they form a natural group.

24. Define (a) Anesthetics, (b) Cholagogues, (c) Diuretics, (d) Emmenagogues, (e) Prophylactics. Give example of each.

25. Carry out the following abbreviated Latin words, sometimes used in prescription writing, and give their meaning in the English language: (a) Alt. hor.; (b) Coch. parv.; (c) F. l. a.; (d) T. i. d.; (e) P. c.; (f) Ut dict.; (g) P. r. n.; (h) Q. S.; (i) O. or oct.; (j) D. tal. dos. No. vi.



THREE A. PH. A. GROUPS.—On this and the opposite pages we are showing some "snapshots" taken at the meeting of the American Pharmaceutical Association in Indianapolis last September. The present one is remarkably interesting. The central figures in the group are Mr. and Mrs. Ewen McIntyre, of New York. Mr. McIntyre is over 80 years old and is one of the Nestors of American pharmacy. At the Indianapolis meeting he was elected chairman of the Historical Section of the A. Ph. A. Reading from the left, the figures are Prof. C. Lewis Diehl of Louisville; John F. Hancock of Baltimore; Mrs. McIntyre, Mr. McIntyre, and Dr. Clement B. Lowe of Philadelphia.



THREE A. PH. A. GROUPS.—The first figure at the left in this group is William Mittelbach, of Boonville, Mo., who has done much of late years to increase the membership of the A. Ph. A. The other men are Dr. George F. Payne of Atlanta, ex-president of the A. Ph. A.; Dr. H. M. Whelpley of St. Louis, also an ex-president; and F. C. Godbold of New Orleans, president of the National Association of Boards of Pharmacy.

SAMPLES.

I.

1. Identify the sample. Caffeine.
2. Official Latin title.
3. What is it chemically?
4. What is its source?
5. Solubility in (a) Water, (b) Alcohol.
6. By the presence of what substances is its solubility in water increased.
7. Does it contain any water of crystallization? Explain.
8. How does it act toward litmus paper?
9. Medical properties and average dose.
10. Name an official preparation and how prepared.

II.

1. Identify the sample. Glycerin.
2. Official Latin title.
3. Chemical formula.
4. Chemically, to what class does it belong?
5. What is its source?
6. In what official preparation is it a by-product?
7. (a) Specific gravity. (b) Percentage strength.
8. Is it soluble in (a) Water, (b) Alcohol, (c) Chloroform, (d) Oils?
9. Name the official glycerites.
10. What are its uses in Pharmacy?

III.

1. Identify the sample. Paraffin.
2. Official Latin title.
3. Source and how obtained.
4. What is it?
5. Melting point.
6. Solubility in (a) Alcohol, (b) Ether, (c) Oils.
7. What effect has sulphuric or nitric acid upon it?
8. How would you test for the presence of stearic acid?

9. How would you detect the presence of paraffin in wax?

10. Give U. S. P. title for three other substances belonging to the paraffin group.

IV.

1. Identify the sample. Cubeb.
2. Official Latin title.
3. (a) Botanical origin. (b) Family.
4. Habitat.
5. (a) What part of plant is it? (b) When gathered?
6. Constituents.
7. Medical properties.
8. Average dose.
9. Official preparations.
10. Menstruum used and how prepared.

V.

1. Identify the sample. Aromatic Sulphuric Acid.
2. Official Latin title.
3. Name ingredients.
4. What per cent of H_2SO_4 by weight does it contain?
5. How is it prepared?
6. Specific gravity.
7. How should it be kept?
8. Medical properties.
9. Average dose.
10. How should it be administered?

PRACTICAL EXAMINATION.

In addition to questions like those given above, the Board also gives to each applicant a practical examination in compounding, dispensing, and pharmacopœial tests, together with such oral questions as to thoroughly prove the fitness of the candidate for registration.

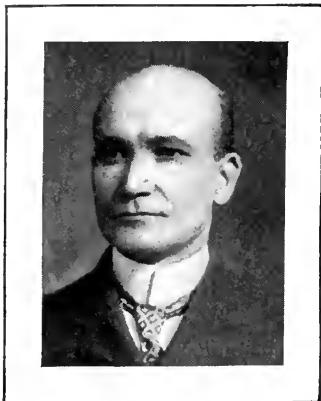


THREE A. PH. A. GROUPS.—Here we have three conspicuous members of the Association. Prof. James H. Beal at the left, and Joseph L. Lemberger at the right, are both ex-presidents of the A. Ph. A., while S. A. D. Sheppard, seen in the center, has filled the important office of treasurer for upwards of twenty years.

BUSINESS HINTS.

An Excellent Booklet.—

We have received from Ira B. Clark, Fifth and Woodlawn Streets, Nashville, Tenn., an advertising booklet which commends itself to us very heartily. It is a sort of a catalogue and is entitled "Sick-Room Helps." The front cover



IRA B. CLARK.

bears the picture of a nurse reading a clinical thermometer, with the title of the booklet underneath. The text comprises 16 pages of illustrated descriptions of the different things used in a sick-room—such as fountain syringes, hot-water bottles, invalid cushions, sick-feeders, ice-bags, medicine glasses, absorbent cotton, etc., etc. Each article described is made the subject of illustration, and evidently Mr. Clark got zinc etchings for this purpose from the manufacturers involved—the Whitall Tatum Co., Johnson & Johnson, and others. There are three pages of "poisons and their antidotes," which add to the value of the book. The cover is of yellow, while the interior pages are printed on a superior quality of coated paper. The whole thing is $5\frac{1}{4}$ by $7\frac{1}{2}$ inches in size. Mr. Clark will doubtless be willing to mail a limited number of copies of the booklet to inquiring druggists who are thoughtful enough to enclose a 2-cent stamp for postage.

Regarding Sunday Sales.—

It seems quite evident that more and more druggists throughout the country are thinking seriously about restricting their sales on Sunday and closing down during certain portions of the day. In recent numbers of the BULLETIN we have spoken of the organized movements for shorter hours and Sunday closing which have developed in a number of cities, notably in Columbus. Apart from these general movements, however, individual druggists are here and there taking the matter in their own hands.

In this department last month we reprinted a card which one of our readers had gotten up for the signature of patrons making Sunday purchases. Since then we have received the two placards shown in the accompanying reproductions, both of which have been sent in by Detroit druggists. Mr. E. F. Townsend, proprietor of the Bellevue Pharmacy, and author of one of the cards, writes as follows:

"I have had these cards printed for display purposes in my store. They are 6 by 10 inches in size, and I am at present using three of them in neat, glass-fronted frames: one is hung at the wrapping counter, and one each is placed on

WE realize that it is necessary that Drug Stores be kept open on Sunday, but from a desire to respect the Sabbath day, we ask our patrons to kindly co-operate with us by purchasing, on Sunday, only the necessary things, such as Medicine, Prescriptions and Sick Room Supplies.

Respectfully,

BELLEVUE PHARMACY

an easel at the perfume and toilet goods cases. As I do not handle tobacco in any form, and have not done so for years, I have no tobacco case to use a card for. After customers have read over the notice, and have pondered on it, I believe the desired result will be forthcoming. Ultimately I think the druggist will have more of the Sabbath day to himself. Thinking possibly there are other pharmacists who would be glad to use some such plan to call attention to the desires of the druggist for rest on Sunday, I am submitting it to you for reproduction if it meets your approval."

SUNDAY CLOSING

OUR American Sabbath rests upon the sanctions of the Fourth Commandment. Upon that are based all our human laws and ordinances. This Commandment says "In it thou shalt not do any work." The Lord interpreting this in the light of reason and common sense makes two specific exceptions, works of necessity and mercy.

I believe that a Drug Store ought to limit its Sabbath business to Merciful and Necessary transactions like filling Prescriptions and furnishing Sick Room Supplies.

Commencing March 31, '07, my store will be open Sundays

**From 9 to 12:30 a. m. and
From 3 to 6:30 p. m.**

I would ask my Patrons to kindly co-operate with me. Respectfully,

R. A. CARMICHAEL

Successor to The Katus Pharmacy
1022 Champlain Street, Corner Bellevue
Phone East 39



The announcement shown in the other reproduction, that issued by R. A. Carmichael, of Detroit, is in the form of a card about 3 by 5 inches in size.

A Newspaper Ad. for Paints.—

In this department of the BULLETIN last month we reproduced two paint ads. which had been sent in to us by D. W.

**Morris
says—**

A Good Test

For paint is to weigh a gallon of outside white. It should weigh 17 pounds or over if it is pure lead, zinc and linseed oil, and full measure. A gallon of white

**B. P. S.
PAINT**

weighs 17¼ pounds. It's pure, it's full measure. Get our card of colors.

D.W. Morris & Son
Druggists

Morris & Son of Emporia, Kansas. Still another one of the Morris paint ads. is being reproduced this month. The Morris people certainly know how to advertise.

His Idea of a Soda Opening.—

In this department of the BULLETIN last month we discussed the subject of soda openings and gave several suggestions. Since then we observe that C. F. Nixon, a prominent pharmacist in Leominster, Massachusetts, has written something on the subject for *The Apothecary*. "I have had several experiences with opening days for the soda fountain," he writes, "and the most successful one was the last. I had this just after remodeling my store. I have found that the success of such an event, as an advertisement, depends upon whether or not it is conducted in such a way as to appeal to the class of people upon whom one depends for business.

"The old-fashioned way to have an 'opening' was to advertise, 'Come one, come all,' and give soda water to anybody and everybody. The result was that the store was filled with a motley crowd, consisting mostly of undesirable

persons, and a great many children. One got rid of several thousand glasses of soda water, and he felt that it was a grand success. But was it, financially? If he depended on the rabble for his business, it may have been. I have referred to children, of whom there would be large numbers. Who would be so mean as to refuse a child? And yet, does it pay as an 'ad.'?"

"My business is of the best class in our town, and we give special attention to ice-cream specialties. This appeals mostly to women, and my last opening was directed to them. We advertised that on such a day we would give a reception to our lady friends, from 4 P.M. to 10 P.M., and that ice-cream specialties would be served.

"We bought some fancy paper cups, such as caterers use, and some round paper napkins, violets on white, of suitable size. We placed the cup in the center of the napkin, pasted the sides of the cup carefully, and brought the napkin up around it, so that, when finished, we had a very attractive looking ruffled paper cup. I said we did this. I should say that I had some women friends do it, for no man can make graceful ruffles. We had several large decorated hampers to throw these into after being used, but to my surprise hundreds were carried away to show to friends.

"As ladies came in we served various creams in these cups. Each was garnished with some kind of small fruit and a dash of whipped cream. Children were served in the same way, but there were comparatively few present. Gentlemen were served either with creams or with a cigar. This was a financial success. It gave us an opportunity to show up several new combinations, and it increased our trade among the women."

Another Telephone Blank.—

Theodore Mueller, of West Allis, Wisconsin, writes as follows: "In your February instalment of 'Business Hints' I notice the description of a blank used by a druggist for

TELEPHONE MESSAGE

THERE IS NO CHARGE. Please remember us when you want pure drugs, medicines, sundries, etc., and accommodate us with your patronage.

MUELLER'S DRUG STORE, Cor. 64th & Greenfield Ave., West Allis, Wis.

Signed

MUELLER'S SARSAPARILLA PURIFIES THE BLOOD

telephone messages. Let me say that I have used these blanks for some years. I find that they serve as an excellent medium for advertising. I enclose a specimen which you may reproduce in your columns if you desire."

PRACTICAL PHARMACY.

A Discussion on Certain N. F. Preparations.—

At a recent meeting in Cleveland of the Northern Ohio Branch of the American Pharmaceutical Association an interesting discussion developed regarding some of the preparations of the National Formulary. A few suggestions were made in the way of improvements.

SOLUBLE ANTISEPTIC POWDER.

Mr. Tielke, mentioning this product, remarked that he had experienced difficulty in getting the mixture into an impalpable powder. He had found, however, that by passing the mixed chemicals through a fine sieve a beautiful product resulted.

CHLORAL AND BROMIDE COMPOUND.

Mr. Benfield raised the point that this preparation was not very palatable. With the permission of several prescribing physicians he had modified the formula by the addition of tincture of orange peel, U. S. P., 60 Cc.; fluidextract of licorice, 30 Cc.; glycerin, 60 Cc.; and sugar, 350 grammes. These ingredients were substituted for the water in the N. F. formula: the finished product therefore contained exactly the same amount of medicinal constituents. By a vote of the Branch the foregoing change in the formula was referred to the N. F. Committee of the parent association.

ALKALINE ANTISEPTIC SOLUTION.

Mr. Benfield reported also that he had found it possible to obtain an alkaline antiseptic solution of much more uniform and brighter color by macerating powdered cudbear with the aqueous alkaline solution, using two grammes of the powder to a liter of the finished product. In the discussion which followed it was brought out that different tints could be obtained in this product by replacing the potassium bicarbonate with sodium bicarbonate. Mr. Hankey declared that the whole question was merely one of relative alkalinity.

SOLUTION OF FERROUS IODIDE.

Mr. Hankey called attention to the fact that the formula given in the N. F. for this product was erroneous in so far as the statement was concerned that this solution, when mixed with 15 volumes of syrup, yielded a product identical with the official syrup of ferrous iodide. A syrup so prepared, said Mr. Hankey, will really contain only 3.72 per cent of ferrous iodide. He therefore advised that the recipe should be so changed as to provide for the use of 267 grammes of iron wire, 884 grammes of iodine, and 33 Cc. of diluted hypophosphorus acid, to each 1000 Cc. of finished product.

The U. S. P. Formula for Tincture of Iodine.—

At the last meeting of the Pennsylvania Pharmaceutical Association Professor Remington explained why potassium iodide is now used in the pharmacopœial process for making tincture of iodine:

"Out in Illinois," he said, "the chemists and the drug associations took hold of the tincture of iodine situation and obtained four or five hundred specimens from druggists. The result was the prosecution of a great many very excellent pharmacists, so that Mr. Ebert came to Atlantic City last

year with a great grievance. I don't think the pharmacy laws ought to bear hard on respectable and responsible men, and I think the present course of the Pharmacy Board of the State of Pennsylvania is an excellent one. Laws are not made to persecute but to prosecute people, and the Pharmacopœia Committee were very much influenced by these prosecutions for the sale of tincture of iodine, because we know that a tincture made with alcohol alone will not stand. The objection is that the hydriodic acid which is formed is not indicated by the assay process used by chemists, and the druggist therefore gets credit for selling iodine below strength. Now the committee instituted some experiments. It was found that ordinary tincture of iodine would indicate a loss inside of six days. In two weeks the loss was much more. In three months, or possibly a year, the loss was considerable. Parallel experiments with tincture of iodine made with a small portion of potassium iodide showed that in three months there was a very small percentage of loss."

Distilled Water for Dispensing Purposes.—

Jacob Diner, at a recent meeting of the Manhattan Pharmaceutical Association in New York City, explained his method (*The Apothecary*) of keeping distilled water for use in dispensing prescriptions. He uses a two-gallon Whitall-Tatum irrigation bottle, like the one in the illustration, to which is attached a rubber tube. The jar stands on the top of



the prescription partition, this elevation insuring a ready flow. Whenever any water is to be drawn off, the nozzle at the end of the tube is inserted in the bottle, and a pressure of the thumb brings the water. Keeping distilled water in this way permits it to be drawn off with greater convenience, and guards against contamination by gases.

Formula for Compound Resorcin Ointment.—

E. A. Schellentrager and Otto E. Muhlhan, at the last meeting of the Ohio Pharmaceutical Association, recommended the following "good" formula for compound resorcin ointment:

Resorcin	5.0 Gm.
Lanolin	30.0 Gm.
Sulphur	10.0 Gm.
Zinc oxide	20.0 Gm.
Vaseline	30.0 Gm.
Oil of cade.....	5.0 Gm.

To make 100.0 Gm.

Melt the resorcin in a test-tube and add it to the lanolin, previously melted. Incorporate the sulphur and zinc oxide with the vaselin; then add the lanolin and lastly the oil of cade. Mix thoroughly.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquiries must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Tincture of Larkspur Seed.

A. B. R.—H. M. O'Neil contributed the following formula to the Kansas City meeting of the American Pharmaceutical Association two or three years ago:

Larkspur seed	100 Gm.
Potassium carbonate	10 Gm.
Alcohol	500 Cc.
Water, enough to make.....	1000 Cc.

Mix the larkspur and the potassium carbonate with 500 Cc. of water, boil the mixture for five minutes; when cold, add 500 Cc. of alcohol, mix and strain, and pass sufficient water through the strainer to make the product measure 1000 Cc.; if not sufficiently clear, filter through paper.

Mr. O'Neil stated that this formula was originated by Mr. A. W. Firth. It had been used by Mr. O'Neil for some years, and he believed that it was owing to the superior quality of the preparation over that generally manufactured that so large a sale had been worked up for it. The usual method is to macerate the seed in alcohol for a continued period, and this, observed Mr. O'Neil, produces a pale, straw-colored tincture, containing a slight percentage of the active principle, delphinine, and being of uncertain strength.

A Bedbug Exterminator.

A. S. H. sends us the following formula of a bedbug poison for criticism:

Corrosive sublimate	1 ounce.
Spirit of camphor.....	2 ounces.
Turpentine	2 ounces.
Copal varnish	12 ounces.

A. S. H. says that while this is the best bedbug poison he ever saw, he has always been troubled with a precipitate in the bottom of the bottle. This forms even after dissolving the corrosive sublimate by the aid of heat.

We may say in reply that the formula is an impracticable one. Nearly all of the bichloride is precipitated by the copal resin, and we may say in passing that most gums and resins will act in this way as a precipitant of the bichloride. Why not use the bichloride in the form of an aqueous solution? This would lessen the cost considerably and would give results equally satisfactory.

Walnut Hair Dyes.

L. C. M. D.—Innumerable formulas for walnut hair dyes have been published from time to time, but it is our impression that all of them are practically worthless. It has been pretty well shown that an extract of walnut, used alone, will not make a color possessed of any lasting qualities. Your complaint that the formula which has appeared in the BULLETIN once or twice does not prove effective, and that the color rubs off in a few hours, might well be made of almost

any dye prepared from walnut extract without the fortification of some chemical dye behind it.

However, if you still want to experiment with a walnut preparation, we may reprint a formula which appeared in the BULLETIN some years ago:

Green walnut shells.....	2 ounces av.
Alum	¼ ounce av.
Olive oil	4 ounces av.

Heat together in a water-bath until the water has been completely expelled; then express, filter, and perfume.

Formulas for the regular type of chemical hair dye have again and again appeared in the BULLETIN. We refer you to the annual indexes printed in the December issues.

Percentage Solutions.

G. J. S.—Percentage solutions are ordinarily made entirely by weight. They should invariably be made by this method, indeed, unless the dispenser has reason to believe that the physician has the weight-to-volume process in mind. You mention specifically a five-per-cent solution of boric acid. This ought to mean 5 parts of the acid in every 100 parts of the finished solution, and to make an ounce of such a solution we first calculate the amount of boric acid to use. Five



[Drawn for the BULLETIN by W. A. Humphries.]

FRENCHY

A druggist who came from Páree
And drank overmuch eau de vie,
One day, so they think,
Took the wrong stuff to drink.
The label read HNO₃.

—FRANK FARRINGTON.

per cent of 456 grains (the weight of a fluidounce of water) is $22\frac{3}{4}$ grains, and this amount should consequently be dissolved in $433\frac{3}{4}$ grains (not one fluidounce) of water. For practical purposes, of course, it is sufficient to use round numbers, in which case 23 grains of boric acid and 433 grains of water could be employed. This will give slightly less than a fluidounce of finished product, but the deficiency in a solution as weak as this will scarcely be observable. With stronger solutions, where the deficiency in volume will be greater, relatively more of the product has to be made.

An Aletris Compound.

J. T. L.—Fenner gives this formula for a compound aletris:

Unicorn root (aletris).....	2 ounces av.
Catnip	1 ounce av.
Cramp bark	1 ounce av.
Mitchella	2 ounces av.
Blue cohosh	$\frac{1}{2}$ ounce av.
Cinnamon	$\frac{1}{4}$ ounce av.
Orange peel	$\frac{1}{4}$ ounce av.
Caraway	60 grains.
Sugar.....	10 ounces av.
Diluted alcohol.....	20 fluidounces.
Water	sufficient.

Mix the drugs, grind to a coarse powder, moisten the diluted alcohol, pack in a percolator, pass the remainder of the diluted alcohol through the drug, and then follow with water until 20 fluidounces of percolate are obtained. In this dissolve the sugar, and to the solution add enough water to make 32 fluidounces.

A Hodgepodge.

A. L. G. submits the following recipe and asks us to give him some information in regard to making it up:

Deodorized benzine	8 ounces.
Alcohol	2 drachms.
Ammonia	2 drachms.
Bay rum.....	$\frac{1}{2}$ drachm.
Chloroform	$\frac{1}{2}$ drachm.
Ether	$\frac{1}{2}$ drachm.
Oil of wintergreen.....	$\frac{1}{2}$ drachm.
Borax	15 grains.

It would be impossible to make a homogeneous mixture of this product. The water in the ammonia and the bay rum will not mix with the benzine, and the borax is also insoluble in a benzine solution.

A Dust-absorbing Agent for Sweeping Floors.

J. F. S.—A method of making a dust-absorbing agent is given in "Henley's Twentieth Century Book of Recipes." The object of the preparation is to take up the dust in sweeping floors, etc., as well as to prevent its development. The product is made as follows:

Mix in an intimate manner 12 parts, by weight, of mineral sperm oil with 88 parts, by weight, of Roman or Portland cement, adding a few drops of mirbane oil. Upon stirring a uniform paste forms at first, which then passes into a greasy, sandy mass. This mass is sprinkled upon the surface to be swept and cleaned of dust, next going over it with a broom or similar object in the customary manner, at which operation the dust will mix with the mass. The preparation can be used repeatedly.

A Coal-tar Disinfectant.

E. C.—The following process for making a saponified coal-tar disinfectant was printed in the BULLETIN a year or two ago:

To carry out the manufacturing process $5\frac{1}{2}$ pounds of caustic soda are put in a kettle, about 19 gallons of common water added, and these are from time to time stirred until solution results. The kettle containing the caustic soda solution is put on a small fire, heated, and

30 pounds of rosin added in small quantities; the heating and boiling is continued until all the rosin is dissolved. It will take about two hours until a clear rosin soap, weighing about $45\frac{1}{2}$ pounds, is obtained. The rosin soap, while still hot, is at once strained through cheese-cloth into another container, and 60 pounds of creosote oil containing 20 to 25 per cent of cresols is added and thoroughly mixed. One thus obtains saponified coal-tar creosote. After it has been strained again through cheese-cloth, if necessary, it is ready for use.

A Mercurial Mixture.

"Missourian" says he has been much bothered in getting a satisfactory mixture or emulsion of the following formula:

Metallic mercury, by weight.....	4 drachms.
Balsam copaiba, by measure.....	4 drachms.
Rose water	8 ounces.

If "Missourian" will observe the following suggestions he will probably be able to prepare a satisfactory product:

Mercury	4 drachms.
Balsam copaiba.....	4 fluidrachms.
Lanolin	1 drachm.
Powdered tragacanth	1 drachm.
Rose water, enough to make.....	8 fluidounces.

Add the mercury to the lanolin and triturate until no globules are visible to the naked eye. Add the powdered tragacanth and the balsam copaiba, triturate to a smooth paste, add the rose water carefully, and finally pass the finished product through a bolting cloth.

Ammoniated Tincture of Quinine.

G. A. F.—Here are two formulas that may possibly serve your purpose:

- (1) Sulphate of quinine.....160 grains.
Solution of ammonia..... $2\frac{1}{2}$ fluidounces.
Rectified spirit..... $12\frac{1}{4}$ drachms.
Water, to.....20 fluidounces.

Rub down the quinine in a glass mortar to a fine powder; add the rectified spirit and stir; now add the solution of ammonia, then the water in such quantities that any turbidity caused by each portion disappears before adding more; filter.

- (2) Sulphate of quinine.....32 grains.
Alcohol, 49 per cent..... $3\frac{1}{2}$ fluidounces.
Spirit of ammonia..... $\frac{1}{2}$ ounce.

To Remove Tattooing.

G. E. G.—Dr. Variot, of the Paris Biological Society, advises the following method: Tattoo the skin, in the usual way, with a concentrated solution of tannin, following the original design. Then apply a crayon of nitrate of silver until the part tattooed with the tannin blackens. Wipe off the excess of moisture and allow matters to take their own course. Slight pain continues for two to four days, and after two months the cicatrix which results will almost disappear.

Cleaning White Fur.

N. S.—White furs may be cleaned in the following manner:

Lay the fur on a table and rub with bran, moistened with warm water. Rub until dry, then rub with dry bran. Use flannel for rubbing with the wet bran and book muslin for the dry. After using the bran, rub with magnesia. Dry flour may be used instead of wet bran. Rub against the way of the fur.

Elixir of Nitroglycerin and Digitalin.

H. J. A.—You might try this formula:

Digitalin (Merck)	17-25 grains.
Spirit of glyceryl trinitrate, U. S. P.....	128 grains.
Strychnine sulphate	27-25 grains.
Aromatic elixir, enough to make.....	16 ounces.

Mix and filter.

THE DRUGGIST'S SPECIALTIES

In this department Mr. B. S. Cooban, a practicing pharmacist of large experience in the manufacture and sale of druggists' specialties, will endeavor to provide formulas that will "work" to subscribers who ask for them, and in turn will publish formulas for successful specialties which readers themselves are cordially invited to contribute. All correspondence should be addressed to "Specialties Department," BULLETIN OF PHARMACY, P. O. Box 484, Detroit, Michigan; and all inquirers should conform to the conditions which are stated over the adjoining department of "Queries."

He Wants Some Formulas Constructed.

E. P. McC. says: "Please publish prospective formulas for the two following specialties composed of the ingredients named and none other. Make them form well-balanced formulas, according to your judgment, taking into consideration the matter of cost." He mentions:

A Lice Powder containing tar camphor, sulphur, tobacco dust, precipitated chalk, and talc.

A Gall Cure containing gallic acid, zinc oxide, yellow wax, petrolatum, carbolic acid (crystals), lead acetate, lead oxide, verdigris, and boric acid.

The best we can do with these will be in the line of suggestion only. Our friend may have to experiment a little, possibly changing the proportions somewhat.

A LICE POWDER.

Naphthalin	4 ounces.
Sulphur	4 ounces.
Tobacco dust	2 ounces.
Precipitated chalk	2 ounces.
Talc	4 ounces.

Mix and reduce to a fine powder.

You may find that one ounce of tobacco dust will answer the purpose, and thus reduce the cost to some extent.

The second mixture looks as if there was an unnecessary application of astringents, while to construct a formula that would produce a product comparing favorably with that said to contain these ingredients would probably require more or less experimentation. We suggest the following for a starter:

GALL CURE.

Gallic acid	4 drachms.
Zinc oxide	2 ounces.
Lead oxide	1 ounce.
Lead acetate	1/2 ounce.
Verdigris	1/2 ounce.
Boric acid	1 ounce.
Carbolic acid (cryst.)	210 grains.
Yellow wax	2 ounces.
Petrolatum	12 ounces.

The first seven items should be triturated to a very fine powder, sifted into the melted wax and petrolatum, stirring until "set." Otherwise a uniform, smooth product will be impossible.

We trust the suggestions will prove useful to "E. P. McC." and perhaps to others also.

Cooling Cream.

D. J. W. sends a sample of cream made after the formula in Cooban's cooling cream, cutting the glycerin to 24 ounces and perfuming with extract of carnation. He wants an opinion on the change.

The sample of cream is very nice, the change in perfume agreeable one, and the product should prove a good seller and be pleasing to the user. It is not as white as it might be as suggested by our friend. This is due to the difficulty

in making a clear quince-seed mucilage. We have tried various ways of overcoming this, but only with partial success. The best results are obtained by macerating the seeds with the boric acid in part of the water for several hours in a pan, or other suitable vessel, stirring often, breaking up the agglutinated masses of seeds, and pouring on a strainer of double cheese-cloth. When the mucilage has run through, transfer the seed to the pan. Mix with a second portion of water, stirring as before. This second maceration dissolves the gummy matter adhering to the seed, and it is much better to get it out this way than to use pressure on the strainer. The finished product should be strained without pressure, since pressure brings out many little black specks that come from the seed. It has been suggested that the use of a felt strainer overcomes the difficulty entirely.

In our own practice we have cut the amount of glycerin from thirty ounces to eighteen ounces to the gallon: the change has proved a good one, judging by increased sales and better satisfied customers. The larger amount of glycerin is apt to render the cream sticky and slow in drying.

Milk of Magnesia.

A. S. B. wants a working formula for milk of magnesia, containing 24 grains of magnesium hydrate to the ounce. He says he has tried several formulas, none proving satisfactory: the precipitate separates or the product is too thin.

The last edition of the National Formulary contains a good working formula for this preparation:

Magnesium sulphate	8 troy ounces.
Sodium hydroxide	2 1/2 troy ounces.
Water, a sufficient quantity to make	32 fluidounces.

Dissolve the magnesium sulphate in 128 fluidounces of water, the sodium hydroxide in another portion of 128 fluidounces of water, and filter the solutions. Pour the sodium hydroxide solution slowly, in a thin stream, into the magnesium sulphate solution, with constant stirring. Allow the precipitate to subside and decant the clear fluid. Wash the



[Drawn for the BULLETIN by Nolen Turner.]

IN THE ABSENCE OF THE BOSS.

Apprentice (filling a prescription and pondering reflectively over one of the ingredients): "'Salicylate of sodium, salicylate of sodium.' Why, that's—that's sal soda, of course!"

magma several times with water by decantation until the washings are free from a saline taste. Transfer the magma to a muslin strainer and allow to drain, without pressing. Then retransfer to a suitable vessel and add sufficient water to make two pints of fluid, and mix thoroughly by stirring.

This contains about three grains of magnesium hydrate to the fluidrachm, or twenty-four grains to the fluidounce. The water used must be free from organic matter or the product will be discolored.

Your trouble must have been caused by not using sufficiently diluted solutions in preparing your precipitate. Remember that the more dilute the solutions, the more bulky and finely divided the precipitate. This fact is all-important in this particular preparation.

A Flavor for Tooth-wash.

W. S. M. wants a formula for a concentrated flavor for tooth-wash, peppermint prevailing.

- | | |
|----------------------------|---------------------------|
| (1) Oil of peppermint..... | 1 ounce. |
| Oil of cloves..... | $\frac{1}{2}$ ounce. |
| Oil of lemon..... | $\frac{1}{2}$ ounce. |
| Oil of eucalyptus..... | $\frac{1}{2}$ ounce. |
| (2) Oil of cinnamon..... | $\frac{1}{2}$ fluidounce. |
| Oil of wintergreen..... | 6 fluidrachms. |
| Oil of anise..... | 6 fluidrachms. |
| Oil of peppermint..... | $\frac{1}{2}$ fluidounce. |

One of the finest flavors for this purpose was proposed by Mr. Reid, taking the *Era* prize, and published in the "*Era Formulary*." The quantities given are for one pint:

Thymol	2 grains.
Carbolic acid.....	5 drops.
Oil of sassafras.....	8 drops.
Oil of wintergreen.....	8 drops.
Oil of geranium.....	8 drops.
Oil of eucalyptus.....	3 drops.
Oil of calamus.....	5 drops.
Oil of pinus pumilio.....	20 drops.

Female Tonic (Uterine).

G. W. H. wants a formula for a female tonic similar to a popular remedy of this class. The following is a good combination and is said to be like the one asked for:

Fluidextract of black haw.....	2 fluidounces.
Fluidextract of cramp bark.....	4 fluidounces.
Fluidextract of senna.....	4 fluidounces.
Fluidextract of false unicorn.....	4 fluidounces.
Fluidextract of blue cohosh.....	2 fluidounces.
Fluidextract of catnip.....	2 fluidounces.
Spirit of nitrous ether.....	2 fluidounces.
Oil of orange.....	20 minims.
Oil of peppermint.....	30 minims.
Sugar	8 ounces.
Alcohol	1 pint.
Water, sufficient to make.....	4 pints.

Mix the spirit of ether with the fluidextracts. Dissolve the oils in the alcohol and add to the mixture. Dissolve the sugar in one pint of water and add to the solution, and add sufficient water to make four pints. Filter if necessary. Dose: One teaspoonful.

Kümmel Cordial.

G. W. J. wants a formula for a German kümmel cordial. The true kümmel is made by distillation of spirit from caraway, anise, and calamus. Fenner gives the following formula, using the oils which may answer your purpose:

KÜMMEL ESSENCE.

Oil of caraway seed.....	8 fluidounces.
Oil of anise.....	2 fluidrachms.
Oil of calamus.....	20 minims.
Oil of bitter almonds.....	20 minims.
Oil of coriander.....	20 minims.
Cologne spirit	8 fluidounces.

Mix.

To make kümmel mix two fluidounces of kümmel essence with four gallons of cologne spirit and add five gallons of water in which 15 pounds of white sugar has previously been dissolved. Let stand and filter through a little magnesium carbonate.

Arnica Salve.

H. S. G.—A formula for arnica salve was published in this department last month. This can be simplified if desired by cutting out the raisins, or extract of arnica may be incorporated with carbollated petrolatum, using one or two ounces to the pound.

G. J. W.—We are unable to give you the formula wanted.

BOTANY AND MATERIA MEDICA

Monthly review by OLIVER A. FARWELL,
Botanist of Parke, Davis & Co.

A Botanical Garden for the University of Michigan.—

Dr. W. H. Nichols and Mrs. Esther B. C. Nichols, both graduates of the University of Michigan, have deeded, according to the *U. of M. News-Letter*, to that institution 30 acres of land adjoining Forest Hill Cemetery for a botanical garden. The city of Ann Arbor owns another 30 acres immediately between the deeded property and the Huron River. These two plots of approximately 60 acres will be developed as one, insuring both a garden and park. The following four aims will be observed: (1) Teaching—instruction to students in the various orders and functions of plants; (2) scientific—experimental work and studies in genetic relationship; (3) economic—collections of medicinal and economic plants and effects of horticulture and agriculture shown; and (4) esthetic and popularly educational—introduction of landscape effects and provision to make the garden-park of value and interest to the general public.

Poison Ivy.—

A. Hadden observes that poison ivy is most active during the summer months, and during the two months both preceding and following summer; that it seems to be inactive during the other months of the year, and that it is more active when the skin is moist from perspiration than when it is dry. [The writer knows of a man who, in the course of his duties, had to handle *Rhus Toxicodendron* several times during the year; he was invariably affected with rhus poisoning whenever he handled it, winter or summer—in fact, it wasn't necessary for him to touch it; to be in the same room with it was sufficient, while the assistant who was handling the drug was one of those who are immune to the poison.]

A New Cotton Tree.—

According to *Consular Reports* Mr. J. R. Spence has discovered a new cotton-plant which is indigenous to western British India. It grows to a height of four or five feet, and after it is three years old it yields annually from 5 to 10 pounds of clean cotton per tree. The cotton is said to be greatly superior both in classification and staple to American cotton. More than 3200 trees are planted to an acre, so that if only one-third of the cotton-growing area of India were planted with this cotton-plant the resulting crop would be larger than that of both India and America at the present time. It has been called Spence-cotton in honor of the discoverer.

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THE MONTH'S HISTORY.

THE INDIANAPOLIS DECREE.

The subject uppermost in the minds of American pharmacists just now is the severe blow given to the N. A. R. D. cause by the government decree and injunction entered last month in the United States Circuit Court at Indianapolis. Reserving our comment on the decree for editorial treatment on another page, and confining ourselves in this place to a statement of the bare facts, we may say that every plan and every device which has been utilized by the N. A. R. D. for the establishment of better prices has been swept aside without qualification. Any black lists or cutters' lists, if they exist, must be abandoned, and none must be formulated in the future. The tripartite plan in all of its manifestations must be eschewed, and all schedules

of prices based upon it are likewise declared illegal. The present contract plans must be thrown overboard, not because any single proprietor may not, acting alone, adopt a contract plan, but because the existing plans are held to have been a part of the general conspiracy. Patent medicine proprietors, manufacturing pharmacists, and drug jobbers are enjoined from refusing to supply goods to any dealer "for the reason, in whole or in part, that his name appears or has appeared on any list." In short, all lists, contracts, documents, or agreements are to be recalled; no one must observe them in the least degree; and there must be absolutely no collusion or concert of effort of any kind or nature whatsoever.

* * *

WHAT IS LEFT AFTER THE DECREE.

Notwithstanding the severe and drastic nature of the decree, three things are left from the wreck:

- (1) Single individuals, partnerships, or corporations, when acting alone and without collusion with any one else, may do business, or refuse to do business, with whomsoever they choose; but the value of this inherent right to the N. A. R. D. cause is severely limited by virtue of the fear that some of the cutters may at any time take advantage of the decree to begin litigation, believing that concert of action could be pretty well proved in most cases.
- (2) The contract plan, *per se*, is not destroyed by the injunction, and the present contract proprietors or others may presumably adopt *new* contract plans provided each of them does so on his own individual initiative only, and without being requested or compelled to take this action by any organization. The legality of the contract plan, so employed, has been upheld in fifteen or twenty court decisions, and Judge Lurton, whose opinion was given on page 139 of the April BULLETIN, is so far the only judge who has taken the opposite stand.
- (3) Finally, the Indianapolis decree of course affects interstate commerce only, and has no bearing what-

soever upon what may be done entirely within the borders of any one State. In such cases the State laws and not the Sherman act would have to be reckoned with.

* * *

THE FUTURE OF THE N. A. R. D.

In the meantime the officials of the N. A. R. D. do not seem greatly cast down by the Indianapolis decree. Secretary Wooten is quoted as saying that, "far from being fatal to the N. A. R. D., this decree will be a stimulus to still greater activity." Apparently realizing some months ago what was likely to happen at Indianapolis, the officials of the N. A. R. D. have sought in one way or another to enhance the usefulness of the organization to its constituency. A bureau for the exchange of patent medicines has been established. Another bureau has been formed for the purpose of facilitating the sale of drug stores and the employment of clerks. The N. F. and the U. S. P. propaganda has been initiated. Much valuable work has been done in the fostering of wise legislation and the burial of unjust legislation. We observe now that the Executive Board of the C. R. D. A. has suggested that the N. A. R. D. establish a national buying club, but we understand that this proposition has not been received with enthusiasm by the officers of the N. A. R. D. and the trade generally. It is considered impracticable. The future policy of the N. A. R. D. was discussed late last month at a special meeting of the National Executive Committee held in Chicago, and it was decided to submit the buying-club proposition to a vote among the local associations throughout the country.

* * *

SOME NEW PHARMACY LAWS.

The State legislative season has now closed, and we may mention a few bills which have been enacted into law since our review of the situation last month. So far as we can discover, New Jersey is the only commonwealth to be added to the list of 23 States which have this year enacted food and drug laws based upon the federal act. The New Jersey bill exempts U. S. P. preparations and physicians' prescriptions from the labeling clause. New Hampshire has a new law providing that nothing but milk, cream, eggs, sugar, and a neutral flavor may be employed in making ice cream that is to be offered for sale—a law which will prevent the use of gelatin, corn-starch, flour, and similar products that have been employed in the past.

The New Hampshire ice cream must also contain at least 14 per cent of butter fat. Massachusetts has enacted a law empowering the Board of Pharmacy to revoke the registration certificates of pharmacists upon sufficient cause. In New York State the Lupton bill became law despite the fierce opposition of the druggists: this measure permits general merchants to sell, in addition to the former authorized list of ordinary household remedies, magnesia, extract of witch-hazel, quinine pills, cathartic pills, Seidlitz powders, senna, herbs in packages, composition powders, alum and gum arabic, and, when in original packages bearing the label of a licensed pharmacist, such merchants may sell spirits of camphor, spirits of nitre, and tincture of arnica.

* * *

ANTI-COCAINE BILLS IN NEW YORK.

In New York State two anti-cocaine bills have been passed by the legislature and are in the hands of the governor. They are very much alike in character, save that one of them makes violation of the law a felony punishable by imprisonment for not more than one year, or by a fine of \$1000, or both. This particular bill was opposed by the pharmacists of the State, who sought to have the other measure, known as the Whitney bill, substituted in its place. Which of the two measures will be signed by the governor remains to be seen. Both bills restrict the sale of cocaine and eucaine only, and are for this reason open to the serious objection that they will not adequately control the narcotic evil. The Chicago Conference Bill was introduced in the New York legislature, but fell by the wayside from the absence of any enthusiastic support. For some reason or other it seems not to be desired in New York State to interfere with the sale of other narcotics than cocaine and eucaine, although it has been found over and over again that an habitué, denied one drug, will turn for relief to another, so that a law is of very little use which does not put up the bars from the bottom to the top of the gateway.

* * *

AN UNJUST MINNESOTA LAW.

By some chicanery or other a law was thrust down the throats of the pharmacists of Minnesota which they found very nauseating. It provided that all druggists who had been residents of the State for one year, and who had had fifteen years'

experience in drug stores, could become registered as pharmacists without examination in case they made application within ten days after the enactment of the law. During that short interval no fewer than 500 applications were made! The Board of Pharmacy sifted the number down to about 200 by a rather severe interpretation of the meaning of the word "experience," and it is quite likely that the Attorney-General, and perhaps the courts, may be called upon to support or reverse the rulings of the board in this particular. One of the applicants who claimed an experience of fifteen years gave his age as but 21, and there were numerous other cases evidencing fraud of the most arrant sort. The bill was evidently passed to benefit one or more individuals. Similar measures appear from time to time in different State legislatures. In the New York body a bill is pending at this writing which would specifically grant registration to two individuals: this bill is of course being opposed by pharmaceutical interests.

* * *

SUBSTITUTION. Dr. William Muir has always stood for the highest and best things in pharmacy, but nevertheless we feel constrained to dissent from his attitude regarding the subject of substitution, taken at last month's meeting of the New York branch of the A. Ph. A. He did not "consider the substitution of one make of pharmaceutical for another, provided both were reputable, as open to any objection whatever," and he declared that he had taken this stand in hearings before the legislature in Albany on a number of occasions. Another speaker, Mr. Dissosway, took issue with Dr. Muir on this point. Suppose, he said, a physician who has been using a fluidextract of gelsemium containing 0.5 of active principle should have a pharmacist substitute another product containing 0.1 per cent; is it not clear that great injury and perhaps danger would be rendered the doctor's cause? Even Mr. Dissosway, however, did not touch upon the moral aspect of the question. It does not seem open to discussion that a pharmacist should never dispense one thing when another is called for, except he does it with the consent of the prescriber. Elsewhere in the present issue of the BULLETIN will be found an editorial on the subject of substitution, and incidentally it will be seen from that article what the

physicians of the country may ultimately do if they are not satisfied regarding the attitude of pharmacists on this important topic.

* * *

THE COLUMBUS CLERKS.

We reported a month or two ago that the drug clerks of Columbus, Ohio, had affiliated themselves with union labor and had decided to take rather radical action in the correction of certain abuses. We have before us as we write a circular letter which the Association has recently mailed to druggists, physicians, ministers, and city, State, and county officials in Columbus. It is declared that, contrary to law, unregistered clerks are often left in charge of stores, particularly on Sundays, and it is asserted also that the cocaine and liquor laws are violated to a greater or less extent. In pointing out these conditions, the clerks hope "to direct public attention to the harmful influences connected with the present unjust and unnecessary system which permits drug stores to be kept open all day Sundays for the purpose of transacting a general business." Some druggists, it is announced, go so far as to make a special bid for Sunday trade, and it is believed that "there exists no valid reason why druggists cannot arrange satisfactory and reasonable Sunday hours which will be just to all concerned and which will work no hardship to the public."

* * *

SUNDAY CLOSING.

Meanwhile we observe that the Sunday closing movement is gradually but slowly attaining headway. Two communications are printed in our department of "Letters" this month which will be found of interest in this connection. Here in Detroit the clerks have induced a number of the druggists to close for a portion of the day on Sunday, notwithstanding the fact that anything like a general agreement has failed of universal support. In Hamilton, Ontario, the druggists of the city have decided to keep their stores closed Sunday afternoons, while in Barrie, Ontario, one of the four stores in the town is kept open all day, the druggists taking turns in performing their duty. The Alumni Association of the Northwestern University School of Pharmacy, holding its annual meeting some weeks ago, passed an interesting set of resolutions expressing the firm conviction that the

present scarcity of drug clerks was due in large measure to the long hours and the Sunday work imposed upon druggists. This was declared to be "unnecessary in many cases and unfortunate and disheartening in all." And pharmacists were urged to "establish such hours of labor as will render our calling more attractive than it can possibly be under existing conditions to ambitious young men of ability and promise."

* * *

NEW YORK POLITICS.

The disadvantages of living away from New York City are very great. Just now, for instance, the prettiest political fight that could be imagined is daily reaching its culmination. The end will be in sight shortly after this issue of the BULLETIN reaches its readers. A three-cornered contest for election to the State Board of Pharmacy is being conducted by Clarence O. Bigelow, Jacob Diner, and Peter Diamond. In Greater New York the members of the "Eastern Branch" of the State Board are chosen by the members of the local associations, and thus it happens that Mr. Diner's home society, the Hudson River Pharmaceutical Association, has recently elected over a hundred new members in order to vest them with the franchise. The air is full of charges and counter-charges regarding the "unwritten law" which has heretofore been observed by the various associations in the selection of candidates, but the "unwritten law" has been very unpopular in New York since the Thaw trial! Meanwhile the "Western Branch" of the Board is also having a contest in Buffalo. Mr. R. K. Smither, who was a member of the Board until his voluntary retirement two or three years ago, is now a candidate for the position again.

* * *

THE FUTURE OF ALCOHOL.

In this department last month we quoted the opinion of J. Winchell Forbes regarding the outlook for denatured alcohol. Mr. Forbes was inclined to be rather skeptical on the future of the product. We observe, however, that Secretary-of-Agriculture Wilson holds a very different view of the situation. In an address delivered last month before the Americus Club in Pittsburg, he said in part:

No more coal is being made. Our wood fuel is getting scarce, and the supply of mineral oils will some day cease. It is high time we were looking about for other sources of light,

heat, and power. Alcohol meets the requirements, and starchy plants yield alcohol. The southern cassava, yams, and sweet potatoes will yield alcohol, as will the sugar-beet. Corn cobs give eleven gallons of alcohol to the ton, and sweet corn stalks seven. Many refuse plants will be used and much unmarketable fruit and vegetable matter. The farm is ready to supply heat, light, and power when other sources fail. The corn stalks of the corn belt that are not used for fodder would make very large quantities of alcohol, which would be extracted and the refuse returned to the soil or used for feed, to maintain necessary organic matter, alcohol not being a fertilizer. The Department of Agriculture is experimenting along this line and also with regard to new devices for burning this new fuel.

* * *

"BOARD OF FOOD AND DRUG INSPECTION."

The interpretation and enforcement of the food and drugs act, which has all along been vested in Dr. H. W. Wiley, chief chemist of the Department of Agriculture, has now been placed in the hands of a special "Board of Food and Drug Inspection," made up of Dr. Wiley himself, Frederick L. Dunlap, associate chemist, and George P. McCabe, solicitor of the Department of Agriculture. The *Pharmaceutical Era* points to the creation of this board as a "vindication for chief chemist Wiley," and it argues that the President, in putting Dr. Wiley at the head of the board, and in retaining his services, has turned a deaf ear to the "interests" which have sought the official head of the Doctor. The *National Druggist*, on the other hand, has an editorial on "The Curtailment of Dr. Wiley's Power," declaring that the formation of the board "is understood to be in response to numerous protests to the President against the assumption of arbitrary and absolute power on the part of Dr. Wiley." Life would be commonplace if we all saw everything through the same glasses! Passing from this view of the case, we may say that a considerable number of recent rulings on the food and drugs act are made the subject of comment in a special article to be found elsewhere in the present issue of the BULLETIN.

* * *

PHARMACOPEIAL CHANGES.

While speaking of the food and drugs act, and its interpretation by the officials in Washington, it is important to note that the changes which have recently been made in the Pharmacopœia by the Revision Committee have all of them been accepted by Dr. Wiley. Indeed, an arrangement has been made by virtue of which any correction which the

Revision Committee finds it necessary to make will immediately and automatically become the standard employed by Dr. Wiley's "Board of Food and Drug Inspection." A considerable list of "Additions and Corrections" to the U. S. P. was issued on May 1, and copies of it may be procured from the publishers, P. Blakiston's Son & Co., 1012 Walnut Street, Philadelphia. All owners of Pharmacopœias should immediately procure this list and make the necessary changes in their copies of the book.

* * *

AN ERROR.

To err is human, and sometimes the BULLETIN has to make a mistake in order to prove its human qualities. Last month, for instance, we declared that "the druggists of West Virginia have incorporated in their new pharmacy law a provision that the expenses of the Board of Pharmacy are to be covered by a State appropriation, which apparently means an abandonment of the familiar special taxation scheme of collecting annual renewal or registration fees from the druggists of the State." The statement of fact in the first clause of this sentence was correct, but the conclusion drawn from the fact in the second clause was incorrect. The renewal scheme is retained in the West Virginia law, but renewal and all other fees are turned into the State treasury at allotted intervals, and the money is appropriated again from the treasury as the board may need it in its work.

* * *

DEATH OF DR. JAMES.

Frank L. James, Ph.D., M.D., for many years pharmaceutical editor of the *National Druggist*, died at his home in St. Louis last month from an acute attack of erysipelas. Dr. James's death removes one of the most cultivated men in American pharmacy. He was born in Mobile during 1841, was educated in a private school, took a course at the Polytechnic Institute in Carlsruhe, Germany, studied chemistry in Munich under the great Liebig, and finally graduated in medicine in the city of Paris. When the Civil War broke out he was made the bearer of a secret message from the Confederate Commissioners in Europe to President Davis, who was so pleased with the success of Dr. James in eluding detection that he appointed him to a position in the Confeder-

ate secret service. Later on he played a prominent part in the mining of Mobile Bay, which resulted in the destruction of Federal ships and the loss of many lives. After the war Dr. James practiced medicine in Memphis for several years, and then moved to St. Louis. In 1889 he connected himself with the *National Druggist*. Dr. James was never married. A man of many accomplishments, he was a fine linguist, a scholarly translator, and a scientist of standing in the fields of chemistry and microscopy.

* * *

Something is said in an editorial this month about a proposition to establish a chain of stores conducted by physicians. We observe now that the physicians of Wabash, Ind., have purchased a bankrupt stock of drugs and have established a drug store on the coöperative plan.

* * *

Having his time occupied by his duties as secretary and general counsel of the American Druggists' Fire Insurance Co., Frank H. Freericks has resigned his position as organizer and secretary of the Ohio Valley Druggists' Association in Cincinnati.

* * *

Leslie O. Wallace has been compelled by the illness of his son to sell his business in Boston and to establish himself in Canton, N. Y. Mrs. Wallace, as president of the W. O. N. A. R. D., can now be addressed at the latter place.

* * *

During his stay in Tokio, the honorary degrees of Doctor of Pharmacy and Doctor of Technology were conferred on Dr. Jokichi Takamine, of takadiastase and adrenalin fame, by the Imperial University of Japan.

* * *

Sydney H. Carragan, assistant manager of the New York branch of Parke, Davis & Co., sailed for Europe last month and will be gone until about the first of August. Mrs. Carragan accompanied him.

* * *

It has now been definitely settled that this year's meeting of the American Pharmaceutical Association will be held at the Hotel Astor in New York during the week beginning September 2.

EDITORIAL.

THE ETHICS OF THE "DRUG TRUST" CASE.

President Roosevelt, sincerely desiring to destroy the monopolies which are rapidly getting their fingers around the throat of the American people, has caused proceedings to be brought against the Standard Oil trust, the beef trust, the sugar trust, the paper and other similar trusts, and now, through his Attorney-General, he has succeeded in having the "drug trust" dissolved by a decree entered last month in the Federal Court at Indianapolis. Was the latter "trust" in the class with the others? Was it equally deserving of extirpation? Was the government justified in seeking and obtaining its destruction?

To these questions we believe the answer "No" should be returned in the most definite and unhesitating manner. There was a fundamental and radical distinction between the N. A. R. D. movement and the industrial trusts against which the government has proceeded. Let us compare, for instance, the purposes and effects of the Standard Oil trust with those of the N. A. R. D.:

1. The Standard Oil trust seeks by monopolistic control, by railway rebates and discriminations, by local and not general cut-rate competition, by base and unjust methods of every description, to squeeze independent producers to the wall, drive the breath of life from their flattened bodies, and remain arrogant master of the situation. The N. A. R. D., far from attempting any such monopoly or using any such destructive methods, permitted and invited every dealer to come within its fold who would conform to certain rules devised in the interests of all alike.

2. The Standard Oil trust is a movement which emanated from the few who are strong, and which seeks to destroy the many who are weak. The N. A. R. D. was a movement which emanated from the many who were weak and which sought to prevent destruction from the few who were strong. One is autocratic. The other was democratic. One attempts to restore the feudalism of the middle ages. The other was in harmony with the spirit of equality which lies at the heart of the American nation.

In a word, the N. A. R. D. was attempting to do merely what the law-abiding among the labor unions have done so successfully. The labor union endeavors to raise wages for all. So admittedly

did the N. A. R. D. endeavor to increase earnings for all. The labor union seeks to prevent the comparatively few cut-rate "scabs" from working cheaply for selfish purposes and thus compelling the great majority of laborers to meet their prices and work for less than living wages. So did the N. A. R. D. seek to prevent the few cut-rate dealers from carrying out their selfish purposes and compelling the whole class of druggists to sell their wares at less than living profits. Both laborers and druggists have simply attempted to prevent self-destruction. Both have acted merely in self-defense. Both, it is true, have caused the public to pay a little more for certain commodities, but they have fought to secure only a fair remuneration from society for their services.

But unfortunately the N. A. R. D. and the labor union must use the same weapons to achieve their necessary and just purposes as the oil and the sugar trust employ to achieve their unjust and censurable ends. All alike must act in concert; all must "restrain trade;" and concert of action and restraint of trade are forbidden by the Federal Sherman law under which the injunction proceedings against the miscalled "drug trust" were brought.

But the time has come when it should be recognized that restraint of trade and concert of action are not in themselves censurable. They were used by the N. A. R. D., and they are ordinarily employed by the labor union, for commendable ends. They are used by some, not all, of the big industrial trusts for unjust and punishable ends. And it is clear to any thinking mind that the Sherman law, in permitting no discrimination whatever, and in putting the sheep and the goats in the same pen, has been an instrument of grave and serious injustice.

For a year or two Ex-Comptroller Dawes and other publicists of note have urged the necessity of amending the Sherman act in such manner that the line could be drawn between trade agreements which are detrimental to society and those which are beneficial to it.* Significantly enough, just as we go to press a meeting of the National Civic Federation is being held in Chicago, and the subject of amending the Sherman law is scheduled for the principal topic of discussion and action. That

*An article by Ex-Comptroller Dawes was published on page 66 of the BULLETIN for February of this year.

some definite changes in the law will be suggested for adoption by the next Congress seems reasonably certain. How unfortunate for the drug trade that this conference was not held a year ago!

AN INGENIOUS BUT IMPRACTICABLE PROPOSAL.

As we begin penning this editorial we have just finished reading an ingenious but somewhat amusing article by Clinton T. Brandow, M.D., in the *New York State Journal of Medicine*. Dr. Brandow points with dramatic force to the extent to which substitution is practiced in the dispensing of physicians' prescriptions, and he argues with a logic which is certainly conclusive to his mind that the remedy lies in the establishment of a chain of drug stores throughout the country conducted by physicians.

The Doctor outlines the scheme with a conviction which would do credit to the skill of the most practiced promoter. In a word, it is suggested that the American Medical Association cause the incorporation of a national company for the purpose, that membership tickets be sold at \$10 apiece, that one share of \$10 stock go as a bonus with each membership ticket, and that a store be established wherever 500 memberships are purchased. Stockholders would receive 6 per cent on their investment and the surplus profits could be distributed to them or to "some worthy charity."

We should not advise our readers to become alarmed. It is not likely that they need abandon the drug business just yet, nor is it probable that many "worthy charities" will receive any very large contributions for some time. To be sure, we are entering upon an era of associated activities. Men are acquiring the coöperative instinct. "The new economic order," with its many and varied manifestations, is clearly approaching. But movements of this kind require a high degree of managerial ability, and this is not always available. It is being developed slowly in response to the demand, but so far there is much too little of it to go around.

Some drug-store combinations in the East have had a marvelous success. One of them has experienced a surprising expansion within the last month or two, but this corporation and others of the kind have been managed with rare grasp and power. Still others have experienced lamentable failures.

Mention might easily be made of several which have either gone to pieces or gradually crumbled away during the last few years.

What chance, then, lies in the formation of a loosely-organized national company with branches remote from the headquarters, with no aggressive and well-trained executives in control, and with branch managers who are to be paid about \$1000 a year? Furthermore, it is proposed to have each branch handle only legitimate drug supplies, which would severely limit the possibilities. Add to all this the consideration that the 500 doctors interested in a branch, most of them miles away from it, could not induce more than a mere fraction of their patients to put themselves to the inconvenience of visiting the store with their prescriptions—add this consideration, we say, and what shred or vestige of practicability remains in the scheme?

THE SUBSTITUTION BUGABOO.

The proposition to establish a chain of drug stores throughout the country under medical ownership, and discussed in the foregoing editorial, was suggested for the ascribed reason that only in some such way could the physician protect himself against substitution. Listen to this statement of Dr. Brandow, the author of the proposition: "The physician knows with almost moral certainty that when his prescriptions are presented at the counter of the average druggist a large percentage of them are filled with substitute drugs, which in many cases are actually harmful to the patient."

Bosh and nonsense!

Dr. Brandow cites the discovery made by the New York Board of Health three or four years ago that many specimens of phenacetine collected from drug stores had been found "adulterated." Well, we have never given the practice our support, but it may be said that hundreds of American druggists have for years felt that, because of commercial conditions peculiar to this one chemical and understood by everybody, they had a moral if not a legal right to sell acetphenetidin when phenacetine was called for. The Eighth Revision of the Pharmacopœia finally made acetphenetidin official, and certain it is that in dispensing this product in the place of phenacetine druggists were not doing anything "actually harmful to the patient," since the two articles are chemically identical.

The patent on phenacetine has now expired, and

it would not be possible for Dr. Brandow or anybody else to exhibit a similar condition of things with another drug.

The only other proof of "substitution" which he brings forth is the statement from the New York Board of Health that methyl alcohol was found to have been used in the preparation of 40 out of 215 samples of certain galenicals. This is easily explained. It has not been known until recently that methyl or wood alcohol was a poison. At one time it was even thought to be less toxic *in its purified form* than ethyl or grain alcohol. Manufacturers of wood alcohol urged the substance upon druggists all over the country as being the equal of ethyl alcohol in every respect, and they cited "authorities" to prove their point. But this is all past history. Wood alcohol would not now be found in any appreciable number of galenical preparations, wherever they might be collected. It is used only by the small minority which puts profit above honesty and even health.

The whole subject resolves itself into a question of individual integrity. Are there black sheep in pharmacy? Certainly. Are there pharmacists who substitute? Certainly. Pharmacy, like medicine, fails to have a monopoly of virtue. A few of us are crooked—yes, but this shouldn't condemn the rest of us. Here is the solution of the substitution problem for the physician: Pick out good pharmacists and send your prescriptions to them. This is a great deal more simple, and will prove much more efficient, than to establish a national company which under the circumstances would be a lamentable and dismal failure.

THE OBSERVER'S COLUMN.

The Observer is well aware that druggists have no use for the United Cigar Stores Company. They look upon it as a moneyed octopus which in many instances has moved in next-door to them and sought to entice their tobacco trade away even if it has not gone so far as to rent their stores from under them and send them out in the cold to find another location and a new set of customers.

Now the Observer holds no brief for the United Cigar Stores Company—he wants that understood. He knows that the company has cut serious inroads into the business of the druggist and the small tobacco dealer, and his sympathies are not with the

company in these aggressions. But the Observer has been studying the company's stores recently from the standpoint of the customer, and he must confess that these people know how to please their patrons and make them come back again. He is forced to believe that the explanation for their success is to be sought here more than in the premium system which they have adopted all over the country as a modified form of cutting.

It is the Observer's conviction that the wise course for the druggist to pursue, with reference to the United Cigar shops, the big drug cutters, and the department stores, is to study their methods, adopt their plans so far as possible, and steal their thunder generally. It is for this reason that he proposes to tell briefly what he has observed in the United Cigar Stores.

In the first place, the Observer has discovered that great precautions are taken with the care of the stock. And what is of more vital importance in the handling of cigars?

The Observer likes nothing better than a fragrant Havana. What is more blissful after dinner in the evening, when the work of the day is over, and when one is beslippered and ensconced in an easy chair! The odor is grateful to the Observer's nostrils. The flavor is delicious to his palate. The smoke leaves his lips slowly and caressingly, and as it curls upward lazily it brings peace and serenity to the Observer's soul, separates him from the world of care, and encloses him amid the clouds of a dream sphere where everything is bathed in the soft light of contentment and happiness.

But, alas! A Havana cigar is an extremely delicate article. If it is allowed to dry out, or if it becomes too wet, or if it is kept long in contact with cheap domestic cigars, it loses its fragrance, its aroma, its flavor. Instead of a beneficent means of joy it becomes an irritating source of dissatisfaction. The Observer grieves to say it, but he has found from experience that some druggists do not properly care for their cigars. He has occasionally purchased cigars from his friends which had become dry and tasteless on the one hand, or rank and bitter on the other.

The United people know that this sort of thing means the loss of the customer's patronage, for no individual in the community is so particular with his purchases as the cigar smoker. They keep their Havana and domestic goods in different humidors

and cases, they never let their cigars dry out and lose their delicate bouquet, and they always hand them to the customer in the best and freshest of condition.

And the Observer has discovered, too, that customers are treated with as much care as the goods themselves. This means a good deal, for the average cigar purchaser is a crank. The Observer knows *he* is. The cigars usually handed out to him are too light or too dark, too moist or too dry, or else perfectos are offered when panatelas are wanted, or panatelas when perfectos are desired.

The Observer is pleased with the way a United clerk will gratify his hobbies with never a note of protest in his voice, and never a smile of satire on his face. He will hunt through his entire stock to find the exact shade and shape wanted, and if necessary he will open a dozen boxes to convince you that he is interested in your desires and anxious to gratify your tastes. He will act just as though it were a pleasure to coöperate with you!

And then, too, if you buy a box of cigars, smoke a few, and find out you don't like them, you can return them and either get your money back or exchange the goods for something else.

The Observer has found that in these and in other ways the United people strive to attract and hold their customers. He wonders if their methods will afford a hint to some druggists who have failed to understand why their tobacco business was not larger, and why their drug customers went elsewhere for their cigars.

PERSONAL.

MISS JOSIE A. WANOUS.

America has in a number of instances proved that a woman may make a financial success in pharmacy and still be possessed of all the charms and graces which inhere in womanhood. A convincing instance of this is seen in the history of Miss Josie A. Wanous of Minneapolis. The pharmacy of Miss Wanous at 720 Nicollet Avenue is one of the most conspicuous and attractive in the city.

The young woman was sixteen years old when she first became interested in the subject of pharmacy. Entering a drug store in Glencoe, Minn., the town of her birth, she served for a year in various capacities and then decided to equip herself thoroughly for the practice of her profession. She ac-

cordingly went to Minneapolis, entered upon the course of pharmacy at the University of Minnesota, and was graduated with honors a couple of years later. Afterwards seeking to secure a position, she found to her dismay and chagrin that the prejudice against women in pharmacy was very generally cherished by proprietors. After considerable effort she obtained a post in the drug section of a department store, and later on succeeded in getting a position with F. H. Hainert, a Minneapolis druggist.

Some months later Mr. Hainert went out of business, and then it was that Miss Wanous reached a critical period in her career. Should she remain a clerk and seek a position elsewhere, or should she



MISS JOSIE A. WANOUS,
A successful pharmacist in Minneapolis.

take her destiny in her own hands and establish herself as a proprietor? She decided upon the latter course and opened a small pharmacy on the second floor of an office building in the city—the first pharmacy in Minneapolis, by the way, to be conducted by a woman. Many physicians who had encouraged her to take this step, and other patrons who had grown to appreciate the young woman, gave her their support and business, and she straightway prospered.

Not so many years have since elapsed, and we now find Miss Wanous established in a successful and well-appointed store down on the street. She enjoys a good business. She makes a large line of her own specialties, among which "Wanous' Sham-poo Bag" has a national sale and reputation. She

is a member of the American Pharmaceutical Association and is well known to those who attend the meetings regularly.

A PORTRAIT OF PROFESSOR REMINGTON PRESENTED TO THE PHILADELPHIA COLLEGE.

Last month was a historic one in the annals of the Philadelphia College of Pharmacy. Commencement week was replete with events of an



Oil portrait of Professor Joseph P. Remington, dean of the Philadelphia College of Pharmacy.

interesting nature, and was more largely attended than usual. The chief feature of the week was the presentation to the College of an oil portrait of Professor Remington by the class of 1906. This was a handsome tribute to the Dean and was in honor of his thirty-five years of continuous service in the College.

The portrait was painted by Henry R. Rittenberg. Born in Libau, Kurland, in 1879, Mr. Rittenberg won the scholarship to the Philadelphia Academy of Fine Arts in 1897, and was afterwards a pupil for some years of William M. Chase, the famous American painter. He was awarded the first Crésson traveling scholarship from the Pennsylvania Academy, and spent four years abroad in foreign study, entering the National Academy at Munich. Last year Mr. Rittenberg received honorable mention for some of his portraiture from the Art Club of Philadelphia.

It is interesting and worth noting in this connection that four pharmaceutical teachers have now been honored in this manner within recent years. In 1902 the Pharmaceutical Alumni of the University of Michigan caused a wonderfully lifelike portrait of the late Prof. A. B. Prescott to be painted and presented to the University with appropriate ceremonies. A year or two later a portrait of Prof. F. J. Wulling, Dean of the School of Pharmacy of the University of Minnesota, was similarly presented, while the same tribute was paid to Prof. Otto A. Wall, of the St. Louis College of Pharmacy, a year or so ago. It is gratifying to note this evidence of a willingness on the part of pharmacists to honor those among them who have rendered unusual services to their calling.

A SUCCESSFUL WOMAN PUBLISHER.

Mrs. M. M. Gray, of Chicago, is probably the only woman publisher of pharmaceutical books in the country. The occupation was thrust upon her in the most unexpected manner, but she straightway accepted it, trained herself for it, and took it up with vigor and determination.

Harry C. Gray, a graduate of the Philadelphia College of Pharmacy, and a pharmacist of considerable experience, died in 1895 just as an edition of "Gray's Quiz Compend" was being prepared for the press. New editions also of "Gray's Clinical



Mrs. M. M. Gray.

Urinalysis" and "Gray's Prescriptionist" were needed before long, and Mrs. Gray realized that she was faced by a task for which she was utterly unprepared by training and experience. She im-

mediately took a correspondence course in pharmacy. Finding this rather inadequate, she entered the Chicago College of Pharmacy, and was graduated with the degree of Ph.G. in the class of 1899. Desiring to go still further, she took up postgraduate work in the Northwestern School of Pharmacy and acquired the degree of Ph.C. in 1901.

In the meantime Mrs. Gray revised the various editions of her books, and the difficulties of the task impressed her more and more with the necessity of a thorough scientific training. This she gave herself in every possible way. She became identified, too, with the American Pharmaceutical Association, and has been a regular attendant upon the annual meetings for several years. For two years she was secretary of the Alumni Association of the Chicago College of Pharmacy, and is now serving her third year as president of the Woman's Pharmaceutical Association of Chicago.

A GAVEL PRESENTED BY MRS. THOMAS V. WOOTEN.

One of the pleasing features of a recent meeting of the Chicago Chapter of the W. O. N. A. R. D. was the presentation of a handsome ebony gavel by



MRS. THOS. V. WOOTEN.

Mrs. Wooten on behalf of Mr. Wooten and herself. Mrs. Wooten is a clever talker. In presenting the gavel she made a speech full of inspiration,

and closed with the hope that "every knock from the gavel might be a boost for the Chicago Chapter." A response was made to the presentation speech by the president-elect, Mrs. Charles H. Avery. Mrs. Bodle had recently resigned as president of the Chapter, and Mrs. Avery, as the first vice-president, had succeeded to the chair.

THE NEW GENERAL ORGANIZER OF THE N. A. R. D.

Charles H. Avery, made general organizer of the N. A. R. D. shortly after the Atlanta meeting last September, recently retired from the post in order



FRANK C. ULLRICH,
General Organizer of the N. A. R. D.

to devote himself more fully to his duties as president of the American Druggists' Fire Insurance Co. Frank C. Ullrich has been chosen as Mr. Avery's successor.

Mr. Ullrich has been "field organizer" of the N. A. R. D. since 1904 and he has made an excellent record in that capacity. Last year he led all the other members of the staff in the vital essential of money-getting. His territory was in Wisconsin and Minnesota, and his personality is well known to the druggists of those States.

Previously to entering the employ of the N. A. R. D., Mr. Ullrich had enjoyed a considerable experience in the routine of office work, and he ought to be well equipped for his present duties as general organizer.

PROFITS AND EARNINGS.

The editor of the BULLETIN would be glad to receive annual business statements from readers for publication and comment in this department. The names of correspondents will be withheld, and their identities preserved in confidence.

A RATTLING GOOD BUSINESS IN ARKANSAS.

The BULLETIN has received an unusually interesting statement from a firm of Arkansas druggists. There are three members in the firm, and they all get what amounts to a pretty nice income from the business. Here are their letter and statement:

To the Editor:

I should like very much to have you comment upon our annual business statement for last year. We have a paid-up capital of \$12,000, and there are three members in the firm. An inventory is invariably taken during the last week in December, when we close our business for the year. Indeed, I cannot see how any druggist can afford to do away with the yearly inventory. Please do not mention our name in presenting the statement, and let me conclude this letter with telling you how very much all of us enjoy your journal.

Inventory January 1, 1906.....	\$ 9,212 79
Merchandise purchased	17,855 61
Freight	604 40
Advertising	109 13
Expenses, including salary of firm members.....	4,574 98
Loss and gain	3,824 41

\$36,181 32

Cash sales	\$16,256 58
Credit sales	9,851 81
Interest and discount.....	258 20
Inventory January 1, 1907.....	9,814 73

\$36,181 32

Cash sales	\$16,256 58
Cash collected on account.....	10,006 28

\$26,262 86

ARKANSAS.

Let us proceed to tear this statement apart and discover what it means in detail. The following calculations will be interesting:

Cash sales	\$16,256 58
Credit sales	9,851 81

Total sales for 1906.....\$26,108 39

So much for the cash and credit sales of the year. Now what did the goods cost?

Purchases	\$17,855 61
Freight	604 40

Gross cost of purchases.....	\$18,460 01
Cash discounts	258 20

Net cost of purchases.....	\$18,201 81
Goods which went into the permanent stock as shown by the difference in the annual inventories	601 94

Cost of goods actually sold during 1906.....	\$17,600 87
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Having discovered the cost of the goods that were actually sold during 1906, it will now be easy to deduct the cost from the selling price, thus arriving at the gross profits:

Total sales	\$26,108 39
Cost of goods.....	17,600 87

Gross profits	\$ 8,507 52
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We shall arrive at the net profits by deducting the expenses from the gross profits. The expenses were \$4574.98, plus \$109.13 for advertising, making a total of \$4684.11.

Gross profits	\$ 8,507 52
Expenses	4,684 11

Net profits	\$ 3,823 41
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Thus we have arrived, in the above calculation, at the "loss and gain" figures given by "Arkansas" in his statement above. There is a difference of just one dollar in our figures, and the mistake is probably ours—it is too small, however, to warrant us in going all over our calculations again.

Now let us see just what these figures mean. Dividing the gross profits of \$8507.52 by the annual sales of \$26,108.39, we find a profit of about 32½ per cent. Dividing the expenses by the sales, we discover a percentage expense of a little less than 18. Deducting the rate of expense from the rate of profit, we have net profits of 14½ per cent. Certainly this is an admirable exhibit. A net profit of 15 per cent is about the maximum except under the most unusual and favorable circumstances. Furthermore, here is a firm of three members, which means that the salaries of three proprietors have to be added to the expense account—a fact which makes the showing still more surprising.

We have seen in the above calculation that the net profits were \$3823.41. It is probable that this amount was not divided equally between the three members of the firm, but if it had been each would have drawn profits of \$1274.47 in addition to his regular salary. Estimating the profits in another

way, and basing them upon the capitalization of \$12,000, we find that the stockholders earned 32 per cent on their investment. What could be better than this? It almost smacks of high finance.

We cannot close our discussion of this interesting statement without touching again upon the importance of two things: (1) The necessity of taking an annual inventory, and (2) the need of writing off something every year for depreciation of stock and fixtures. It is evident from Arkansas' letter that in his case the vital importance of the inventory was thoroughly realized. But was equal stress laid upon the element of depreciation? We hope it was. We trust that the inventory figures given in the statement were the *net* figures estimated after due consideration had been given to this very important element of loss. Otherwise the statement would be to a certain extent deceptive.

AN INTERESTING STATEMENT FROM AUSTRALIA.

For the first time we are able to present in this department the business statement of one of our many foreign readers. It will be interesting to compare it with the numerous statements of American druggists which appear in this department from month to month. The letter comes to us from New South Wales in Australia, and is as follows:

To the Editor:

I have been much interested in the presentation and criticism of the annual business statements of American druggists in the BULLETIN OF PHARMACY, and I am curious to submit my own statement to you in order that you may compare it with the others and criticize it on the basis of the American standard. My shop is situated in a business thoroughfare in a suburb of one of the larger cities of New South Wales. The population around me consists principally of the working class. I may say that I have a good dispensing and prescription business, compounding perhaps 25 prescriptions daily. There are no lodges in this vicinity, and so I am not perplexed, as many of my Australian brothers are, with cheap competition of this kind. Patent medicines, however, are cut to prices even lower than the city figures, making it all the more surprising that I am able to realize such a neat income as will be seen from my statement. I attribute the satisfactory results largely to the fact that my expenses and wage accounts are so low.

Sales for 1906.....	£2255 0 0
Stock on hand December 31, 1906.....	542 0 0
Total	£2797 0 0
Stock on hand December 31, 1905.....	£ 550 0 0
Purchases during 1906.....	1526 0 0
	£2076 0 0

Gross profits	£ 721 0 0
Amount gotten from subletting a part of the premises	39 0 0

Total gross receipts £ 760 0 0

Salaries of boy and apprentice.....	£48 10 0
Rent	79 10 0
Advertising	62 0 0
General expenses	96 0 0
Depreciation of fixtures.....	15 0 0

Total expenses	£301 0 0
Life insurance	15 0 0

Total outgo £ 316 0 0

Total net income or earnings from the business £ 444 0 0

AUSTRALIA.

This statement will doubtless prove interesting to American readers. Of course, every one will understand at a glance that the figures are given in the form of the English pounds, shillings, and pence, and it is quite unnecessary to add that an English pound is the practical equivalent of five American dollars (\$4.84 to be accurate). By multiplying the figures by 5, then, we get approximate results in American dollars.

Some peculiarities in this statement will readily appear. For instance, "Australia" has not included a salary for himself among the expenses. His net income, therefore, represents, not the net profits properly speaking, but the total earnings of the business for the owner. Multiplying the figures by 5, we find total earnings of \$2220, to which should be added the \$75 paid out for personal life insurance—an expense which of course has no place in the list of store expenses. This makes a total of \$2295. The sales, meanwhile, were \$11,275, and we may say that a total income of \$2295 on a business of this size is quite good. We should be inclined to assert that it is about what the average is in the United States.

In a business of this size, the average American druggist makes net profits of about 10 per cent, which yield him \$1127.50. His personal salary is meanwhile about \$1000, which makes a total income of \$2127.50. In earning \$2295 our Australian friend has thus done a little better yet.

One feature of the statement that will interest American druggists is the very low item of expense for the apprentice and the boy. It is quite evident that clerks are cheap in Australia!

A WELL-KNOWN PHILADELPHIA DRUGGIST.

Charles Leedom and His Success in Several Directions—He Makes 47 Specialties, Enjoys a Large Physicians' Supply Business, Owns Two Stores, Fills Government Contracts, and Has Now Become a Mine Promoter.

By HARRY B. MASON.

Charles Leedom, the Philadelphia druggist, has never been satisfied with a day of small things. The average success of the average pharmacist has never suited him for five minutes at a time. He has



CHARLES LEEDOM.

always been on the lookout for opportunities looking toward growth and expansion—and a man who looks for opportunities eagerly enough always finds them.

MR. LEEDOM'S SEVERAL ENTERPRISES.

It was not long after Mr. Leedom established himself in the Filbert Street store, opposite the City Hall, before he saw his chance to develop a fine business in a line of Leedom specialties: there are now 47 on the list, and at least one of them is sold quite generally throughout the country. A little later Leedom conceived the idea that a handsome business could be built up in physicians' supplies: two "detail" men are now constantly calling on the physicians of Philadelphia and the neighboring ter-

ritory. Still unsatisfied with what he had accomplished, Leedom decided to expand his retail business, and in 1896 he bought a store at the corner of 20th Street and Cherry and fitted it up handsomely as a branch of the main establishment. It is now one of the finest stores that can be found in a residence district in Philadelphia, and it enjoys a large and ever-increasing prescription patronage.

Ever hungering for something new, and always breaking out in another spot, Mr. Leedom soon seized upon a chance to bag some municipal and government contracts. He went after the business in competition with the big dealers and jobbers—and he got his share of it. Thus it happens that during the last decade he has furnished many supplies, and devised many special products, for the municipality and for some of the larger private corporations also.

A GOLD-MINE PROMOTER.

More recently he has undertaken the development of gold-mining properties in the West. Before me as I write is the somewhat imposing letterhead of the "East Magalia Gold Placer Mining Company, Limited, and The Newhall Placerita Oil Company of Los Angeles, California." There is a capital stock of \$1,000,000, distributed in one million shares of the par value of a dollar each. Mr. Leedom is president of the two companies, and he is enthusiastic over the possibilities. He will tell you convincingly that while there are innumerable fake mining companies exploiting the public, the percentage of failures among the legitimate concerns is only five. He has been out to see his properties; he has investigated the situation thoroughly; and he doesn't see any reason why Leedom the Mine Promoter shouldn't be as successful as Leedom the Druggist, Leedom the Physicians' Supply Man, Leedom the Specialty Manufacturer, and Leedom the Government Contractor.

To go into the details of these several activities of Mr. Leedom will perhaps be interesting and suggestive. His Digestive Tablet has had quite a history. Suffering from indigestion in his earlier days, he fixed up a remedy for himself and found it so successful that he was moved to offer it for general sale over the counter. It slowly won its way on merit, and in time orders for the product began to come in from druggists in adjoining States.

HIS SPECIALTY BUSINESS.

It all happened in this way: Mr. Leedom, as I have already remarked, is located at 1403 Filbert Street, right opposite the City Hall and only half a block or so from the Broad Street Station of the Pennsylvania Railroad. Hundreds upon hundreds of people, many of them travelers, pass the store daily. It will be seen from the exterior photograph of the pharmacy, shown in the illustration on this page, that there is an immense sign advertising Leedom's Digestive Tablets over the top of the building. In this and in other ways transients are led to buy a package of the tablets, and, finding them effective, they ask their local druggist for them after they return home. The druggist, to be obliging, will send to Leedom for two or three bottles—and thus has a jobbing trade in this specialty developed without any particular trouble!

Mr. Leedom will show you a card index containing the names of all druggists who have ever sent in orders for any of his specialties—and the list is a considerable one. Having such a collection of names ready to hand, he extracts the utmost advertising advantage from it. A typewritten letter or a circular is sent out at occasional intervals, and the effort is made to keep in line a customer who has once voluntarily sent in an order for the Leedom goods.

Mr. Leedom has never done anything, however, to initiate a general demand for his specialties outside of his own city. It is his conviction that in advertising a patent medicine, and in establishing a profitable sale on it over the country generally, one must spend a lot of money in the process of exploitation—and, moreover, he must keep everlastingly at it. A little money and a few sporadic efforts are simply wasted; and for these reasons, despite Mr. Leedom's characteristic desire for expansion, he has never sought to push his remedies outside of Philadelphia.

INDIGESTION IN THE TREASURY DEPARTMENT.

One incident will show how the business has pushed itself. A few years ago an employee in the Treasury Department in Washington, spending a few days in Philadelphia, purchased a bottle of the Digestive Tablets at the Filbert Street store. Returning to Washington, he walked across the street one morning from the Treasury Building to Frank Henry's store on Fifteenth Street and asked if he



This is Mr. Leedom's pharmacy at 1403 Filbert Street, Philadelphia, across the street from the City Hall, and within a block of the Broad Street Station of the Pennsylvania Railroad. Leedom's Digestive Tablets, exploited by a large sign over the top of the building, enjoy a quite general sale over the country.

kept Leedom's Digestive Tablets. Mr. Henry sent to Leedom for some of them out of a desire to oblige the official, and now the whole Treasury Department, apparently suffering from indigestion, is constantly running over to Henry's store after the product!

The Filbert Street store is quite deep and has three stories and a basement. Mr. Leedom uses the entire building with the exception of the second



This shows the salesroom of the main store at 1403 Filbert Street. There is a branch pharmacy at the corner of 20th Street and Cherry.

floor. Even at that he is very much cramped for space, and is compelled to carry on his manufacturing operations in exceedingly limited quarters. When I visited the store there were two girls finishing packages of one of the Leedom specialties in the room just behind the pharmacy proper, while in another room back of this I found a couple of clerks mixing the powder for a batch of the Digestive Tablets. The room was provided with a drying closet, a tablet machine, and other appurtenances. One of the young men was making a mass in a large dish, while the other was using a huge mortar.

THE PHYSICIANS' SUPPLY BUSINESS.

Mr. Leedom has been in the physicians' supply business about ten years and has been very successful with it. The two "detail" men of course work up a nice lot of orders.

I asked Mr. Leedom if any of the physicians to whom he sold supplies ever sent prescriptions to him. He replied that as a rule the doctor who dispensed his own goods did practically no prescribing, so that trade relations with a number of dispensing physicians helped him very little in the development of his prescription business. Nevertheless his prescription patronage is gratifyingly large. Something like seven or eight thousand prescriptions are dispensed annually in the main store.

The Leedom force comprises twelve people in the Filbert Street store, four in the branch pharmacy at the corner of 20th and Cherry, and the two "de-

tail" men. Of the twelve in the main store, four are graduates in pharmacy, and there are a book-keeper, a stenographer, one or two laboratory girls employed in finishing, one student, one porter, one errand boy, and two soda men.

To go back a bit, I may say before it slips my mind that three of the other Leedom specialties are "Laxative Cold-cure Tablets," "Multi-headache Cure," and "Benzoin and Glycerin Jelly." All three are good sellers. Large signs referring to them are to be found over the fixtures in the Filbert Street pharmacy, as will be seen from the accompanying illustration of the store. The goods themselves are also displayed attractively on the show-cases, while circulars and other advertising matter are enclosed in packages leaving the counter.

MR. LEEDOM'S CAREER.

And now for a few words of a personal nature regarding Mr. Leedom's career. He was born in



An enthusiastic angler, Mr. Leedom caught this 16¼-pound rockfish in September, 1902, at Port Deposit in Maryland. It was 3 feet and 1½ inches in length.

Newtown, Bucks county, Pa.—a town 25 miles or so out of Philadelphia. The date was January 1, 1862—truly an auspicious birthday! He was edu-

OFFICES.

cated in the public schools and in the Newtown Academy. He spent a little over two years in a local pharmacy and then went to Philadelphia. Apprenticing himself in regular manner, he was later on graduated from the P. C. P. in the class of 1881.

Following his graduation he became head clerk and manager of the well-known pharmacy in the Broad Street Station, which was then owned by Harry C. Watt. There he remained eight years. In 1889 he opened the Filbert Street store under the firm name of Watt & Leedom, and here he has been ever since. After five years he purchased Mr. Watt's interest in the pharmacy, and subsequently took up, one after another, the various enterprises to which I have referred in the foregoing sketch. In the meantime the Filbert Street store has been considerably increased in size—widened somewhat and also extended in depth until it is now almost 100 feet from front to rear.

Mr. Leedom has always played a prominent part in the pharmaceutical affairs of his city and State. At the time of my visit to Philadelphia in December last he was chairman of the Executive Committee of the P. A. R. D., but expected to retire from this office at the annual meeting shortly to be held. He is an ex-president of the P. A. R. D. and has served on nearly all the committees in one capacity or another. In the Philadelphia College of Pharmacy he is now serving his second term as a member of the Board of Trustees. He is chairman of the Committee on Trade Interests of the State Association and has been for three years.

With it all Mr. Leedom is never in a hurry. He finds time for sport and recreation, to prove which statement it is only necessary to call attention to the accompanying photograph exhibiting him in the act of holding forth proudly a 16 $\frac{1}{4}$ -pound rockfish.

APPRENTICESHIP REMINISCENCES.

The First Day of Apprenticeship—Youthful Aspirations Toward Scientific Study Crushed and Blighted—The Temptation to Be a Deserter.

By PHARMACOPHILOS.

Not long ago the writer was informed by a self-made retail druggist that a young college graduate had offered himself to fill a vacancy in his store. The young applicant had the audacity to expect \$65 per month for his services, and when asked whether he could clean spittoons and wash bottles, he was brazen enough to say "no" without even blushing. The druggist was indignant and refused to pay \$65 to a man whose education in the compounding of prescriptions had not begun with the work of a porter or scrubwoman. Yet this same druggist contemplated sending his daughter to Vassar, Smith or Wellesley, and swore high and low that if he had a son he would not permit him to become a druggist.

The conversation caused me to think back to the days of my own apprenticeship. Like many another American youth, I cut short my education at college in the classics, mathematics, and history, because I felt that at seventeen and a half I should no longer be dependent on my parents. One of the best educated pharmacists of my home city was not

only willing to receive me as an apprentice, but promised to educate me in pharmacy and the collateral sciences. Thus, while taking a step in the direction of self-support, it was not necessary to abandon all dreams of becoming a student of the natural sciences.

THE FIRST DAY.

It was on a Monday morning in August, a few minutes before seven o'clock, when I reported for duty. In addition to the proprietor, the personnel of the store at this time consisted of a prescription clerk, two apprentices, and an errand boy. It was the duty of the second apprentice to assist the errand boy in sweeping the store morning, noon, and evening, and both apprentices did the subsequent dusting three times each day.

Though I was on hand a few minutes before the appointed time, the first apprentice and the errand boy were there before me. The prescription clerk, a Russian, who slept in the store, had already left for his breakfast. The proprietor did

not arrive until eight. The first apprentice, who, until my arrival, had been second apprentice, was therefore supreme in command. He and the errand boy, whom curiosity had caused to be present before the hour of opening, were chatting when I arrived.

Scarcely had I entered the drug store when a broom was thrust into my hand, and I was directed to sweep one-half of the broad store and sidewalk, while the first apprentice stood by and looked on or directed me. This task accomplished, I was given a towel and taught how to dust the wooden fixtures and polish the metal and glass of the show-cases until traces of finger marks or dust were no longer visible. It being Monday morning, I was next directed to clean the prescription counter, then to wash bottles, clean ointment mortars that had been used by the prescription clerk, etc. Thus the time from seven until twelve-thirty was spent without a moment's intermission in cleaning, cleaning, cleaning.

That noon I left the store with all enthusiasm gone. The seeker for professional knowledge had turned out a mere drudge, but without the prospect of receiving the pay of even a scrubwoman at the end of the week. When I had decided to leave college I had selected pharmacy as a profession because I expected to find an opportunity to continue the studies in the natural sciences of which I had received a first taste at school. I knew full well that a drug store was no college laboratory, but I had read Freytag's "Soll und Haben," and had imagined that even the business side of pharmacy might have its charms though it did not have the romance of "Debit and Credit." Moreover, when I called with my father upon the proprietor, the latter pointed to photographs of Liebig, Buchner, Pettenkofer, and Kobell, under whom he had studied the sciences at Munich—the natural sciences and their application which he claimed to teach his apprentices, and which his new apprentice was so eager to study.

How I had looked at the faces of these men! The noble features of Liebig sufficed to charm a young man, to make him thirst for knowledge and to aspire toward a similar growth and nobility of character. It was not even necessary to know that Pettenkofer was "Hofapotheker," that he wrote verse, and that he was in every way a many-sided man—something more than a mere professional man.

How gladly would the new apprentice have dusted

the frame surrounding this group of men had not the commands to do so been dictated by that spirit characteristic of Austrian bureaucracy under the régime of Metternich before the revolution of '48. The proprietor directed the prescription clerk, the prescription clerk commanded the first apprentice, the first apprentice got even by bossing the new second apprentice.

A HUNGRY AND REBELLIOUS YOUTH.

After five and one-half hours of menial service, without a single encouraging word, I went home not only hungry, but rebellious. Not that I had any ill-feeling against any one of the three individuals who had bossed or directed me that half day—possibly my spirits were too dejected for even that when I closed the door behind me and began my ten minutes' walk home. While I had found no time to think about the situation during the morning, being pressed from one menial task to another, the fresh air of the street once more made me a thinking, a reasoning human being.

I thought and I waxed warm and wrathful. My first thought was never to return; rather work on a farm from sunrise to sunset than lead such a life of indoor slavery. But what should I say to my parents? What would my friends think of me if I surrender so easily? A second thought told me that this would never do. But then again came the thought of returning to the store after dinner, and again I rebelled. Once more my self-respect came to my assistance and said, "You must."

So the conflict raged within me. When I entered the home the resolve had been made not to back out under any circumstances. After dinner I returned to the store, and the second sweeping and dusting were my first afternoon occupation.

To-day I look back calmly upon my first day of apprenticeship. The first apprentice and I soon became good friends. Two years later we went to a college of pharmacy and roomed and studied together. Although our ways have parted since, whenever we meet a friendly greeting is symbolized by the clasping of hands. With the prescription clerk I sat up many a night after the store was closed, listening to his stories of Russian nihilism and the rôle which the students were playing in the bloody regeneration of the empire of the Czar. The preceptor made good on many a Sunday afternoon his promise to initiate me into the secrets of the natural sciences. And yet, though there is no per-

sonal ill feeling, there is still a rancor within my breast against the wholly unnecessary meanness to which the apprenticeship system compelled me to submit.

Is it surprising that the self-made retail druggist whose remarks caused me to jot down these reminiscences swore high and low that he would not allow his son, if he had any, to become a druggist? Is it surprising that his daughter was not to enter upon an occupation that demanded an apprenticeship, but that she was to enjoy the opportunities of one of the best colleges in the country?

THE MORAL.

But if this druggist became indignant at the mere thought of permitting a son to go through his own experiences, should he not be more loyal to his profession by offering young men special inducements to enter his store on some other footing than that of a composite prescription-clerk-porter-errand-boy and jack-of-all-trades? Is it quite right to insist that our clerks shall do just as we have had to do, especially if the mere reflection of our past experiences causes us to proclaim that our own children shall never live such a life as befell us?

TWO PAPERS ON PERFUMES.

From Live Druggists Who Have Succeeded in Building Up a Good Trade—The Distribution of Samples—Advertising the Goods in Theaters—Other Helpful Suggestions.

P. HENRY UTECH, PH.G.,

Meadville, Pa.

The druggist who gives little heed to his perfume trade in my opinion neglects a most important and profitable feature of his business. Generally speaking, the class of patrons who purchase perfumes



P. HENRY UTECH.

an inferior article; explaining briefly how the delicate floral pomades are manipulated to make the finer perfumes, and how these same odors can be cheaply imitated by the use of synthetics; telling them wherein the value lies and what qualities a good perfume ought to possess in the way of delicacy, fragrance, and permanence. This little education is always appreciated and oftentimes makes a permanent customer. Further than this, it often prevents your patrons from investing a dollar or two in some "perfume bargain" at the department store which they happen to visit during demonstration week.

THINKS SMALL BLOTTERS THE BEST ADS.

About the best scheme we have found for advertising perfumes is to distribute in a judicious manner small perfumed blotters, about 2 by 4 inches in size, with the name of the odor, some little catch phrase, and the druggist's name and address neatly printed thereon. These we generally insert in packages leaving the store or include in letters with our monthly statements to customers. If the occasion is a special one, such as Christmas or Easter, we generally mail them to a list of patrons, together with a special letter or booklet. On one such occasion we sold over six pints of an entirely new odor at 50 cents an ounce, realizing a profit of over 100 per cent on the sales. Of the many and various schemes which we have tried, the foregoing has given the best results.

represent the better type of customers, and thus the salesman is afforded an excellent opportunity to demonstrate his ability by calling attention to some little peculiarity about the odor in question, *e.g.*, telling the customer the difference between a good and

ONE QUALITY ONLY—THE BEST.

We sell but one grade of perfumes, viz., the very best that money can buy—mostly at 50 cents an ounce, some at 75 cents, and a few at \$1. In each case we realize a profit of 100 per cent, and in a few instances a little more—this by purchasing the more saleable odors in bulk packages. It does not pay to handle inferior goods such as some firms endeavor to sell with a lot of premiums, watches, show-cases, etc.

Several years ago we tried the experiment of running a special odor—a blended, floral combination under a coined name. This scheme worked successfully for several seasons, but the ubiquitous American is always on the alert for something new, so after a time we abandoned this particular odor and focused our energies on another, with equally good results.

STRONG LIGHT INJURIOUS.

The proper keeping and storing of perfumes is a point frequently overlooked by the average druggist. They should always be kept in their original cartons, sealed, so as to exclude both light and heat until wanted for sale. Artificial light is not as injurious, but strong daylight has a tendency to deteriorate the quality of perfumes, impairing their delicacy in marked degree; while sunlight completely oxidizes many of the finer floral essences and the newer synthetic odors. Our method has been to keep perfumes in a special case (as near the front part of the store as possible), the upper shelves containing the bulk goods, the lower ones displaying fancy and cut-glass packages together with toilet articles, face lotions, creams, etc., etc.

On the whole we found that perfumes constitute an extremely desirable and most satisfactory department of our business—in the first place by reason of the very material profits accruing therefrom, and, secondly, because of the very desirable class of patrons attracted to one's place of business.

W. W. REBURN,

Kalamazoo, Mich.

We have always made a special effort to sell perfumes, toilet waters, and general toilet requirements. For the past five years we have advertised our place as "The Perfume Store." Often this phrase constitutes our entire advertisement; so it has become quite a trade-mark. We have received letters di-

rected to "The Perfume Store." I assure you that mail thus addressed comes to hand promptly.

Some people may claim that it is bad taste to use perfume, but the sale of this article indicates that a great many do use it. Of course, the sale of bulk perfume is retarded by the popularity of toilet waters. However, the field for perfumes is a large one, and with proper support this line will show a steady increase in sales.

DISTRIBUTE SAMPLES AT THE STORE.

With the present demand for a good perfume it is evident that it would be profitable to get as much of the perfume trade as possible. We consider the daily newspapers one of the best and cheapest mediums for reaching the public, although we have had very good success from samples and letters



W. W. REBURN.

mailed directly to prospective customers. We also have had good results from sampling in the opera house. We believe the best method of sampling perfumes is this: Bring the people to the store by advertising that you will give away samples of a certain perfume at a given date. Often it pays to perfume one or two issues of the best daily paper, although it requires a very heavy perfume on the paper to last. I know only one or two perfumes that are strong enough to cover up the smell of the printer's ink.

HAVE AN EXCLUSIVE LINE.

To handle an exclusive odor or several exclusive odors is, I believe, the best way to sell bulk per-

fumes. We have four exclusive perfumes, one of which is copyrighted. Of course your exclusive odor must be a good, lasting one, preferably a bouquet odor. The last quality must be brought out on every occasion. Do not try to make people buy it when they call for another perfume, for most people like to change their perfumes often. If your exclusive odor is pleasing, though your sale on the first occasion may not be very much, remember that it is the "repeat" calls that count.

PUSH PROFITABLE PERFUMES.

Advertising costs money in any case whether you get the desired results from it or not; so confine your advertising to profitable products. Secure the exclusive sale or control of the article which you wish to push. We center our efforts on exclusive odors, as you will note from our sample ads. In this way we sold last year over two and one-half gallons of one perfume at seventy-five cents an ounce.

Our best selling perfumes in all lines are at seventy-five cents and one dollar per ounce, although we have some imported and domestic goods that sell

known perfumes put up in fifteen, twenty, and twenty-five cent bottles. We do not sell any perfume less than fifty cents an ounce.

THE SHOW-CASE.

We have a special show-case made of fine, quarter-sawn oak, nine by five and a half feet, fitted up with sliding doors on ball bearings, with a plate-

Easter Perfumes!

OUR

**EASTER LILY AND TRAIL-
ING ARBUTUS PERFUMES**
Are Special for Easter.

Our **ZORA** and **PETER PAN** are two of the best selling odors in town.

We also have the most complete stock of
**Imported and Domestic Perfumes
and Toilet Waters**
in this part of the State.

PLEASE CALL FOR SAMPLES.

CUT GLASS BOTTLE FREE

We will give a Cut Glass Bottle with every ounce of

PERFUME SOLD IN BULK.

Please remember you may select any Perfume.

REBURN'S DRUG STORE

"THE PERFUME STORE."

WE DELIVER.

PHONE 539.

Another newspaper ad.

glass mirrored back. Our perfume case is in the front part of the store where every one can see it. The perfume case must not be in the strong light. The entire line must be open to view, although not exposed to the direct rays of the sun. One-half pound bottles are the largest in the case. These we never keep over half full, supplying them from the stock bottles that may be kept in the dark.

The stopper and mouth of the bottle should be dried after each sale to prevent a certain rancid odor which is caused by exposure to the air.

In closing, let me emphasize the fact that perfumes should be considered more than a mere sideline. They can be made the best-paying department in the store outside of prescriptions!

9-24-06

WHERE AND WHAT

IS THE

Perfume Store?

Please cut out five or more of these ads., each a different date, and we will give you a half-ounce bottle of any perfume you choose.

For every correct answer we will give a half-ounce bottle of

ZORA PERFUME

OR ANY OTHER ODOR OF EQUAL VALUE.

Mail Orders.

Phone 539.

One of the Reburn newspaper ads.

at one dollar and a half and two dollars an ounce. While we do *not sell less than ten cents' worth* at a time, we are making every effort to get away from the ten-cent sales by having a good supply of well-

A HANDSOME OHIO PHARMACY.

The Store of M. F. Newcomer & Son in Toledo—A Firm with Initiative and Enterprise—Two Stores under one Management—Unique Features of the Establishments.

The new pharmacy of M. F. Newcomer & Son, recently opened in Toledo, Ohio, represents one of the handsomest drug stores in the State. Originally the Newcomers conducted a pharmacy in Bryan,



M. F. NEWCOMER.

Ohio, but seeking a larger field for their drug business they moved to Toledo in 1898. This change proved a step in the right direction.

GROWTH OF THE NEWCOMER BUSINESS.

They started a drug store at the corner of Summit and Cherry Streets which was a success from the very beginning. A few years went by and the Newcomer pharmacy found itself in need of more room and finer quarters. It was accordingly remodeled in 1904. No expense was spared to make it modern in construction and complete in equipment, as may be seen from the accompanying photograph.

Still the business of M. F. Newcomer & Son continued to grow. Earl W. Newcomer, the son, had always said: "I would like some day to be the proprietor of a drug store of which we could be proud."

While the first Newcomer pharmacy ranked among the best drug stores in Toledo, the proprietors had designs on something more pretentious—a thoroughly up-to-date pharmacy located in the heart of Toledo's busy district. They wanted a store calculated to catch the transient trade, commodious and of impressive architecture, with a laboratory equipment adequate for a big business. On the first of last December this wish was realized in the opening of the second Newcomer pharmacy at 319 Summit Street.

REASONS FOR THEIR SUCCESS.

Appreciating the rapidity with which M. F. Newcomer & Son have come to the front, we are prompted to inquire into the secret of their success and to glance at their business policies. It is no little achievement to enter a new town and in the course of eight years build up two of its largest drug stores. Perhaps one of the chief factors has been the proper selection of locations. The old pharmacy,



EARL W. NEWCOMER.

which is conducted by M. F. Newcomer, the father, always enjoyed considerable patronage by reason of its convenient situation. The new store, managed by Earl W. Newcomer, the son, is located in the principal business block of Toledo, near the

fashionable dry-goods stores. This permits of an extensive soda-water business even in the winter, a fact which has not escaped the attention of the Newcomers.

Many years of experience have made father and son conversant with the drug business in all its phases. Of course, they have less to contend with in the new store than was the case in their former undertaking, because they have now acquired standing. The name of the firm has become a guarantee of quality. Their past reputation for carrying a complete, up-to-date stock ought to be a valuable asset in the new store. If sane, clever business management, and a desire to give patrons reliable

Prescriptions are filled with accuracy and despatch, and patrons are always accorded prompt, courteous treatment. The line of patent medicines is complete, including every salable proprietary product on the market. M. F. Newcomer & Son appreciate that patent medicines constitute an indispensable part of any drug store, and due attention is given to their sale.

DESCRIPTION OF THE NEW STORE.

The new store presents an attractive interior. There is a richness of design throughout the place which is not well shown in the photograph. Unfortunately the engraving fails to do the store jus-



The first Newcomer pharmacy, located at the corner of Summit and Cherry Streets in Toledo, was remodeled and enlarged in 1901.

goods, are of avail, one may predict for the second undertaking of M. F. Newcomer & Son the same success which attended their first endeavor.

It may be said that the Newcomers have always appreciated the value of a good stock, properly kept. Every department of the new store expresses in a measure the progressive nature of its owners. The candy stock, the rubber goods, the assortment of cigars and tobacco—all are arranged in an attractive manner. The toilet supplies and cutlery articles give evidence of careful selection.

The prescription department has received every attention. It is roomy, has unexcelled facilities for laboratory work, and is exceptionally clean. In both of the Newcomer pharmacies only registered pharmacists are employed to compound pharmaceuticals.

The fountain is a handsome structure of marble and onyx, installed by Bangs. The large plate-glass mirror, together with a rich superstructure, was constructed to fit into the wall. The fixtures are of mahogany and were also made by Bangs. Toward the rear of the store are seven Bangs tables. These not only serve to accommodate a number of soda fountain patrons, but by their elegance enhance the general beauty of the place.

The cash register rests on a heavy mahogany support elaborately carved, while the cashier's cage is made of polished brass rods. Every fixture evidences the fact that the Newcomers appreciate the value of appearance as a trade factor. The show cases are of recent models—all glass with the new steel corner clasps. At night the store is illuminated

by five arc lights suspended from above. The ceiling is in keeping with the handsome architecture manifest throughout the store.

double purpose. They serve to exhibit goods which cannot be displayed advantageously in a vertical case, and at the same time relieve the wall from the



The second Newcomer pharmacy was opened in the heart of Toledo's busy district last December. The store is finished in mahogany throughout. The fixtures were installed by Bangs. A handsome fountain of marble and onyx, made by Bangs also, is in active service even during the winter season. Commodious, modern, and well equipped, this store is in every way fitted to handle the down-town trade of a growing city like Toledo.

Cases made of polished mahogany extend along the entire left wall. The curved glass extensions appearing at the lower end of these cases have a

monotonous appearance of the upright fixtures. The clear floor space is admirable, as it leaves nothing to mar the general dignity of the store.

MORE LIGHT ON THE FEDERAL LAW.

A Group of Recent Rulings Emanating from the Authorities at Washington—Several Moot Points which have Previously been the Subject of Considerable Uncertainty.

A number of rulings apropos of the federal food and drugs act have recently emanated from the authorities in Washington. Before mentioning them, it may be well to call attention to previous articles in the BULLETIN in which the law itself, together with department rulings upon it, have been clearly and somewhat exhaustively laid before our readers. We refer particularly to an article on page 493 in December, to another on page 12 in January, and to a couple of editorials on pages 46 and 47 in February. These several articles, taken in connection with the present one, convey a thorough conception of the federal law and its interpretation by the Washington authorities—that is, so far as the bearing of the law upon the drug trade is concerned.

WHERE PRESCRIPTIONS ARE INVOLVED.

Now for the recent rulings: One of considerable importance to druggists is that with reference to prescriptions. Much has been written upon the extent to which the law affects prescriptions which are made the subject of interstate commerce, but it is only recently that we have had a definite ruling from Washington. This is given in the following language:

If a package compounded according to a physician's prescription be shipped, sent or transported from any State or Territory or the District of Columbia to another State or Territory or the District of Columbia by a compounder, druggist, physician or their agents, by mail, express, freight, or otherwise, the label upon such package is required to bear

the information called for by Congress. If, however, the patient himself, or a member of his household, or the physician himself carries such package across a State line, and such package is not subject to sale, it is held that such package need not be marked so as to conform with the law, because such transaction is not considered one of interstate commerce.

The package may be marked so as to comply with the act by either stamp, pen and ink or typewriter, provided all such written matter is distinctly legible and on the principal label, as prescribed in Regulation 17.

USE OF THE WORD "COMPOUND."

Another phase of the subject which interests druggists is the use of the word "compound" in the names of drug products. Interpreting the misbranding clause of the act, the Washington authorities have held that a product could not be given the name of one of its ingredients if that ingredient were present in an inconsiderable amount, or if it did not play the predominating part in the mixture. In some cases it has been declared that the use of the word "compound," added to the name of the preparation, would be considered a saving act. Now we have a definite ruling as to just how far this word "compound" may be employed. It is held that

If a mixture of drugs is named after one or more but not all of the active medicinal constituents (not vehicle) present in a preparation, the word "compound" can be used in connection with the name,

(a) Provided the active constituent after which the product is named is present in an amount at least equal to that of any other active medicinal agent present. Example: If it is desired to make a mixture consisting of oil of sandalwood, balsam copaiba, and castor oil, and call this product "Oil of Sandalwood Compound," the oil of sandalwood should constitute at least 33⅓ per cent of the entire mixture.

Or (b) provided the potent active constituent after which the product is named is present in sufficient amount to impart the preponderating medicinal effect. Example: If a product is named after the active constituent, strychnine, the strychnine or one of its salts should be present in sufficient amount to produce the preponderating medicinal effect of the preparation.

Or (c) provided the complete quantitative formula, as outlined in the United States Pharmacopœia and National Formulary, be given on the principal label. A declaration of the complete quantitative formula, however, does not exempt the manufacturer or dealer from giving the information required by the act in the manner prescribed by the regulations. The ounce shall be the unit. The amounts of the ingredients present (excepting alcohol, which is to be stated in percentages) shall be given in grains or minims, and if it is desired the metric equivalent may be given in addition.

The authorities had been moved to make the foregoing rulings by the receipt of a large number of

inquiries from druggists and patent medicine proprietors. One man, for instance, asked if he could call his product "Castor Pill Compound" and still comply with the regulations. Another asked if he could continue to call a liniment "Compound Sassafras Cream" despite the fact that sassafras happened to be present in the smallest proportion of all the ingredients.

REGARDING THE N. F. APPENDIX.

The National Formulary is one of the standards recognized under the law, and the question has been asked a number of times whether the appendix of this authority would be construed as part and parcel of the book itself. Hence the following ruling:

On page 4 of the preface it is distinctly stated that the formulæ collected in the appendix of the National Formulary are "no longer designated as 'N. F.' preparations." This shows that these formulæ are not integral parts of the book under the law, which covers only those products of the National Formulary recognized as such by this authority. By this it is understood that if a drug product is sold under a name contained in the appendix of the National Formulary, it will not be necessary for such product either to conform to the standard indicated by the formula or to declare upon the label its own standard strength, quality and purity if a different formula is employed in its manufacture. Such articles are, however, subject to the law in every other respect, as is the case of other medicinal products not recognized by the U. S. Pharmacopœia or National Formulary.

NAMING ALCOHOL AND OTHER DRUGS ON THE LABEL.

It seems that many patent medicine proprietors have sought in every possible way to avoid using the name "Alcohol" on their labels. Some of them have also tried to dodge publishing the content of acetanilide as such. What these men have tried to do is to get the government to sanction the use of the name "cologne spirits," "spirits of wine," or "pure grain alcohol" instead of plain, every-day "Alcohol," or the title of "phenylacetamide" for "acetanilide." On these points the government officials are inexorable. They insist that the law specifically refers to "alcohol" and "acetanilide" as such, and that any other titles would be evasions and circumventions. "It can readily be seen that if the act were not closely adhered to in this connection there would soon be such a confusion and multiplicity of names and phrases that one of the main objects of the act would be defeated." Desiring to avoid the mention of the horrid name "opium" on his label, one proprietor asked if he could not speak of the "concentrated extract of the papaver

somniferum." To this proposal the government answered with an icy negative.

THE WHISKY RULINGS.

The whisky manufacturers are very much disturbed over the rulings of the authorities with respect to liquors, and there is a good deal of talk about the probability of a test suit being brought to determine whether the Washington officials have not exceeded their functions in laying down what the manufacturers consider to be hard and fast rulings. The attitude of the authorities is concisely set forth in the following language, borrowed from a letter written by President Roosevelt in transmitting an opinion of the Attorney-General to the Secretary of Agriculture:

Straight whisky will be labeled as such.

A mixture of two or more straight whiskies will be labeled "Blended whisky" or "whiskies."

A mixture of straight whisky and ethyl alcohol, provided that there is a sufficient amount of straight whisky to make it genuinely a "mixture," will be labeled as compound of, or compounded with, pure grain distillate.

Imitation whisky will be labeled as such.

The Attorney-General himself, after giving a very long opinion on the legality of the whisky rulings, concluded as follows:

The following seem to me appropriate specimen brands or labels for (1) "straight" whisky, (2) a mixture of two or more "straight" whiskies, (3) a mixture of "straight" whisky and ethyl alcohol, and (4) ethyl alcohol flavored and colored so as to taste, smell, and look like whisky:

(1) *Semper Idem Whisky*: A pure, straight whisky mellowed by age.

(2) *E Pluribus Unum Whisky*: A blend of pure, straight whiskies with all the merits of each.

(3) *Modern Improved Whisky*: A compound of pure grain distillates, mellow, and free from harmful impurities.

(4) *Something Better than Whisky*: An imitation under the pure food law, free from fusel oil and other impurities.

In the third specimen it is assumed that both the whisky and the alcohol are distilled from grain.

It is evident from the foregoing that the federal food and drugs act, as interpreted in Washington, will cause a radical change in the labeling and sale of whiskies. Indeed, the act seems to pinch here more than anywhere else.

THE LABELING OF DRUGGISTS' SPECIALTIES MADE BY A MANUFACTURER IN ANOTHER STATE.

Ever since the federal law became the subject of such general discussion, we have heard a good deal

about the form of label which should be employed in the case of a specialty which, made by a manufacturer of one State, say, is sold by a druggist as his own in another State. The government officials, in private correspondence with different individuals, have apparently been at a loss to know just what attitude to take on this subject. A definite ruling has finally been promulgated by the Secretary of Agriculture.

1. In the first place, no such drug product need bear the name of the manufacturer or distributor at all unless "when sold under proper-name brands—i.e., brands in which both the given name and the surname are used." All food and drug products sold under such proper-name brands should bear the name of the actual manufacturer and the place of actual production.

2. In cases where proper-name brands are not employed, it will be satisfactory to the government if the distributor's name on the label and carton be preceded by the words "prepared for," "manufactured for," "distributed by," etc. The phrase "sold by" is not satisfactory. The approved phrase shall be set in type not smaller than 8-point caps, and it is expressly declared that this ruling holds good even if the formula be furnished or owned by the parties for whom the goods are manufactured or packed.

The foregoing ruling is considerably milder than was anticipated in the early months of the law. The government was then inclined to insist that the name and place of the actual manufacturer of a product must invariably be printed upon the label.

ABUSE OF THE GUARANTY PHRASE.

A number of manufacturers, particularly the producers of certain food products, have embarrassed the government greatly by so using the guaranty phrase on their packages and in their advertisements as to imply that the goods have been guaranteed by the government. In the official "Rules and Regulations," issued soon after the law was enacted, it was provided that manufacturers could file general guaranties at Washington for the protection of their customers, and in lieu of individual guaranties supplied with each bill of goods. This was done merely for the convenience of the manufacturer and for the purpose of relieving him of a vast amount of detail and annoyance. It was stipulated that the following phrase should then be published upon every pack-

age: "Guaranteed under the Food and Drugs Act, June 30, 1906. Guaranty No. —."

The government now realizes that this phrase was unhappily chosen. It lends itself to abuse by designing manufacturers, who have not been slow to have it appear that the government has actually examined their goods, approved of them, and issued a general form of guaranty. Secretary Wilson now proposes to change the guaranty phrase from its

present form to the following: "No. —. Guaranteed by the manufacturers (or dealers)." Such a ruling has not actually yet been made, but it is likely to be issued very soon—perhaps before this number of the BULLETIN reaches its readers. If it is made, manufacturers will be permitted to use up their present stocks of labels, or at least will be given until a future date to comply with the new requirements.

A FOURTH OF JULY WINDOW.

The accidents and fatalities which attend the Fourth of July celebration give the doctor and the druggist unusual prominence in the public eye at that time. More or less medical literature on infection and antisepsis appears in the newspapers, naturally stimulating the layman's interest in phar-

fastened to a semicircular board. The free ends of the cartons are connected by rolls of bandages. The ends of this structure rest on cylinders of one hundred yards of gauze. The large red cross is made of paper pasted on straw-board. On the floor lie sundry surgical dressings as shown in the photograph.



maceutical products. In view of these facts many druggists have come to regard the Fourth of July as an opportune time for attractive window displays. Mr. H. M. Curry, of Ellsworth, Kansas, has devised an exhibit simple in arrangement, but of marked symmetry and attractiveness.

The arch as seen in the accompanying picture consists of one-pound packages of absorbent cotton.

The show cards read: "Surgical Dressings for Patriotic Wounds;" "Here's hopin' you won't need 'em, but if you do, remember the place."

A color scheme of red, white, and blue is observed throughout this window display. The flags are therefore decidedly in harmony, besides emphasizing the patriotic nature of the occasion. One idea pervades the entire display.

DOLLAR IDEAS.

The Editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, bookkeeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.

TWO OR THREE ADVERTISING SUGGESTIONS.

W. J. Frazier, Wichita, Kansas: Here are a few advertising ideas that may prove useful: (1) Every time you hear of the birth of a new babe, mail a letter promptly to the mother, calling attention to the fact that your store is headquarters for everything in the way of infantile requirements. (2) Whenever anybody makes a complimentary remark about your store, run it in one of your local newspaper advertisements; recently we quoted the following with good effect: "A lady said to us yesterday that this was the cleanest drug store she had ever seen!" (3) Go over your prescriptions at the completion of every month, make a list of the physicians in the town from whom you have happened to receive no prescriptions during the month, and send to all such men a postal-card regretting that a month has gone by without giving you the pleasure of dispensing any of their orders, and asking if you cannot be favored with some business this month. If you get out a nice postal-card, and have the text diplomatically written, it will produce a good effect upon the doctor. (4) Put out a guarantee slip in every package leaving your store, and have it read something as follows:

"We run a Drug Store and nothing more."

OUR GUARANTEE.

Should anything be unsatisfactory about any package leaving our store, kindly return it with this slip, as we are determined to satisfy the public by fair dealing and by giving honest values in DRUGS THAT ARE RIGHT.

If it is wise to go to a specialist for advice and treatment of special diseases—why does not the same theory hold good when you want your prescriptions filled? You get the benefit of our 21 years of experience if you bring your prescriptions here.

Ask your physician or nurse if they can recommend us to fill your prescriptions.

THE W. J. FRAZIER DRUG CO.,

PRESCRIPTION SPECIALISTS,

Phone 164,

117 E. DOUGLAS, WICHITA, KANS.

We call for Prescriptions and Deliver Medicines.

THREE IDEAS FROM AN ENTHUSIASTIC READER OF THE BULLETIN.

Louis A. Lew, Fessenden, N. D.: I notice from your last number of the BULLETIN that you are after ideas. Well, my head is just full of them. Here are a few:

1. Don't wipe off dirty spatulas or other tools on a towel, but have a fixture with a roll of toilet paper somewhere handy.

2. Of late the trade journals are filled with all kinds of suggestions for making a label stick to tin. Make a weak solution of nitric acid in water, say 3 drachms to an 8-ounce bottle, tear off a sheet of toilet paper, crumple it up somewhat, close with it the mouth of the bottle (which you might always have uncorked, for then you could do the operation with one hand and without any lost motion), tip the bottle over to leave a few drops on the paper, and rub the latter over the lid. Time required, 6¾ seconds. Does the label stick? Well, does it?

3. If your wrapping counter is somewhat short, say four feet long only, you'll generally find either the scales, the weights, or something else always in the way from lack of room. Now get, aside from your smaller sizes, a 20-inch paper cutter (you need one anyway) with a wooden crosspiece on top, and fasten to this a platform about 16 by 26 inches. Talk about room now—you have all kinds of it! Two 8-inch boards, cleated well together underneath, and varnished over, will do admirably. They cost about 25 cents and are worth 25 dollars.

With these I shall stop for to-day. If any of them are worthy of notice you may publish them, and as I have received \$300 worth of good out of the BULLETIN, we will just apply the \$3 for these three ideas against that account, cutting down my obligation to you to \$297. But hold on—it strikes me that this last idea is worth as much as the other three together, so it leaves me an indebtedness of only \$294 to you!

ONE PAGE IN THE LEDGER FOR "MISCELLANEOUS CHARGES."

J. J. Allen, Pine River, Minn.: In doing a credit business I find it necessary to make a great many charges to people who do not have a running account. They will pay in a few days, and it is hardly worth while to give them a page in the ledger. I have found it very inconvenient to have these miscellaneous charges scattered through the day-book, and the following scheme has proved very satisfac-

tory: I mark a back page of the ledger "Miscellaneous Charges," and enter the charges themselves in this manner:

MISCELLANEOUS CHARGES.

	10	25	100		
John Johnson.....	.50	.60	.83		
	25	75	80	100	
Ed. Williams.....	1.00	1.00	1.20	1.21	
	15	25	10	50	75
John Kilday.....	1.25	1.28	1.35	1.40	1.50

The lower line bears the charge and the upper line the page number of the day-book on which the original charge was made. This keeps every man's account on the ledger, even if the amount be small.

WILD CHERRY PHOSPHATE FOR THE FOUNTAIN.

J. C. Arthur St. James, Telluride, Colorado: It is a well-known fact that the flavor of wild cherry syrup is not determined solely by the amount or variety of cherries used in its preparation; that unless we fortify the fruit, the resulting syrup is worthless for soda fountain use. My formula is entirely artificial, but it makes the most popular plain soda drink ever sold in this locality. For the gunshot appearance of this formula I need make no apology.

Oil of bitter almonds, synthetic.	1 fluidrachm.
Alcohol	3 fluidrachms.
Glycerin	6 fluidounces.
Phosphoric acid (85-per-cent)...	1 fluidounce.
Sugar color	1 fluidounce.
Tincture of cudbear.....	1 fluidounce.
Brandy	3 fluidounces.
Port wine	4 fluidounces.
Tincture of vanilla.....	2 fluidounces.

Mix and add two ounces to a quart of syrup.

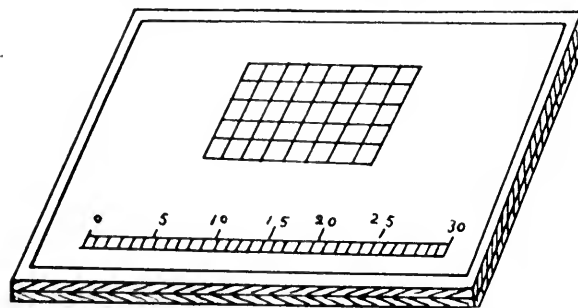
A PRESCRIPTION INJUNCTION.

Calvin Wadsworth, Jr., Saginaw, Michigan: Here is a good rule to follow: "NEVER COMPOUND A PRESCRIPTION UNTIL THE NAME OF THE PATIENT HAS BEEN PLAINLY WRITTEN THEREON!" Many instances could be cited showing the importance of making this rule invariable, but I shall content myself with giving one only. A registered pharmacist who prepared an eye-water, "Sig: A few drops in the eye, etc.," found that he had pasted the label on a one-ounce bottle of carbolic acid. The error, or rather crime, as it is considered to be within the meaning of the law, was not discovered until the

patient had left the store. Imagine, if you can, the horror of the result with the ordinary prescription check systems now in general use! In this case the name on the prescription was immediately looked up in the city directory, and by quick action on the part of the clerk a most terrible accident was narrowly averted. In refilling a prescription from a number given over the 'phone or from an old label, this rule is also of infinite value.

AN IMPROVISED PILL TILE.

L. R. Rice, Lexington, Missouri: To make a first-class pill tile, proceed as follows: On a piece of



white paper draw off the lines as shown in the figure. Having placed the paper between two pieces of glass, cement them together.

LIQUEFYING CARBOLIC ACID.

W. R. Cobb, Paterson, New Jersey: I note that E. L. Cheeseman, of Ithaca, N. Y., on page 164 of the BULLETIN for April, in the "Dollar Idea" department, suggests that phenol be liquefied by placing the bottle on an asbestos stove mat over the flame. Here is a better method: Simply add the necessary amount of water, one ounce to the pound, to the crystals in the bottle. Then set the bottle on its side, or invert it. In less than twenty-four hours your acid has liquefied and will remain so. This avoids the use of heat and the danger of breakage. Two or three times during the day it might be well to shake the bottle, but usually the acid will liquefy without doing so.

A PROCESS FOR MAKING TINCTURE OF VANILLA FROM THE BOURBON BEAN.

William Major, Manasquan, New Jersey: I beg to present to your dollar-idea column the following process for making tincture of vanilla from the Bourbon bean: Follow the directions given in the

United States Pharmacopœia for preparing the regular tincture of vanilla, but observe this modification: Macerate the beans in boiling water for one-half hour, and then add a sufficient quantity of dilute alcohol. The boiling water dispels the bitter taste characteristic of the Bourbon beans, giving a product that compares well with a tincture made from the Mexican vanilla. Should the druggist desire to grind the beans before macerating, he will find a hand-power drug mill more satisfactory than the mortar and pestle. This idea may be old and well known. If so, I await "the lemon."

AN EFFECTIVE LICE POWDER.

An Iowa Druggist: Druggists living in communities where poultry and live stock abound frequently receive calls for a lice powder. There is a demand for a dry product effective in destroying mites and lice on chickens. A very satisfactory mixture for this purpose contains:

Powdered naphthalene14 ounces.
Insect powder2 ounces.

I sell this preparation to my trade in one-pound packages with marked success. Suitable containers may be had in empty paper tubes with sprinkler top as furnished by the Detroit Paper Tube Co. Labels are procurable at any local printing office.

GRASS AND WEED DESTROYERS.

Chas. L. Wilton, Chicago: Druggists are often asked by their patrons to furnish some chemical or product which will destroy grass and weeds on walks and in similar places. Make a solution of arsenate of soda, dissolving a pound in a gallon of water. The commercial arsenate only costs about 18 cents a pound, and it forms the basis of most of the weed-killers that are on the market at a good price. Sprinkle the solution on the path or bricks from a watering-pot and the weeds will not cause trouble much longer.

INSPECTING THE INTERIOR OF STEEL FOUNTAINS.

A. B. Burrows, Washington, D. C.: It is no easy matter to illuminate the interior of a steel soda fountain, because the carbon dioxide present will not support combustion and will put out an ordinary flame. A good means of overcoming this difficulty

is to use one of the pens which accompanies a pyrographic or wood-burning outfit. Having heated the pen to incandescence, suspend it in the fountain, maintaining the glow by squeezing the bulb.

A PORCELAIN TRANSFORMATION IN A SODA FOUNTAIN.

D. A. Frick, Audubon, Iowa: In a soda fountain the old sink and drain-board made of brass or copper are neither ornamental nor cleanly. The appearance and utility of the modern porcelain sink may be effected in a few minutes by the use of a brush and a can of white enamel. Put on several coats, allowing each layer to dry thoroughly before applying the next. The result is a delight to the eye and a labor-saver for the hands.

TO MAKE LABELS STICK ON TIN BOXES.

H. V. Lott, Canton, Illinois: To make a label adhere to a tin box, try this method: Rub two or three drops of tincture of myrrh on the surface of the container; let the box dry, and then apply the label in the usual way. I have used this method for five years, and no box has ever been returned to my store without the label still sticking to it.

[NOTE BY THE EDITOR.—Another article on making labels adhere to tin containers was published in this department of the April issue of the BULLETIN.]

A HOUSE-TO-HOUSE CANVASS.

Howard R. Mullin, Rushville, Ind.: A good plan whereby a druggist may increase the sale of goods under his own card and at the same time boost his general business is one we are now pursuing. We hire a woman demonstrator to make a house-to-house canvass with a sample case of our "Raymond Remedies." She is paid a commission. If we only get our money back we feel that we are amply repaid by the advertising we have gained.

"SCUPPERNONG SODA."

B. M. Pearce, Tampa, Florida: Here is a formula for making Scuppernong soda at the fountain. To one gallon of simple syrup add 8 ounces of Scuppernong wine and 2 ounces of acid phosphate. Use 1 ounce of this syrup in a large soda glass, filling with the fine stream. We have found this to be one of our most popular drinks.

LETTERS.

TWO LETTERS ON THE SUBJECT OF SUNDAY CLOSING.

To the Editor:

I observe that you printed my Sunday-closing card in the department of "Business Hints" last month. Let me explain that I distributed 10,000 of these cards from house to house, and also handed

SUNDAY CLOSING

OUR American Sabbath rests upon the sanctions of the Fourth Commandment. Upon that are based all our human laws and ordinances. This Commandment says "In it thou shalt not do any work." The Lord interpreting this in the light of reason and common sense makes two specific exceptions, works of necessity and mercy.

I believe that a Drug Store ought to limit its Sabbath business to Merciful and Necessary transactions like filling Prescriptions and furnishing Sick Room Supplies.

Commencing March 31, '07, my store will be open Sundays

**From 9 to 12:30 a. m. and
From 3 to 6:30 p. m.**

I would ask my Patrons to kindly co-operate with me Respectfully,

R. A. CARMICHAEL

Successor to The Katus Pharmacy
1022 Champlain Street, Corner Bellevue
Phone East 39

them out to customers as they came into the store. I believe absolutely in the principles laid down in the card, and I further believe that if all druggists would take the same course they would feel much better physically and in ten years would have just as much money as though they strained every nerve and kept open every minute during the twenty-four hours of the day.

The average druggist, when he is interrogated with regard to Sunday closing, shields himself behind this phrase: "I don't think it is possible for a drug store to close part of the day on Sunday, for a person is just as likely to be taken sick at 8 o'clock in the morning or at 7 o'clock in the evening as at any other time; and, furthermore, if I should be closed during such hours my competitors would get all of such business from my customers." But I will venture to say that this is not the real reason at all.

What most druggists have in mind is the money—they are after the cash!

I have found since closing my store on certain portions of the day on Sunday that the sales are just about half what they used to be, but I observe also that my Saturday and Monday sales have far exceeded those of any previous period. I do not see that I have lost anything. At any rate I am glad that I took this stand to close part of the day that God has set aside that we might rest.

I wonder if there are other druggists willing to take the same chance?

R. A. CARMICHAEL.

Detroit, Mich.

* * *

To the Editor:

I have recently issued a notice to my customers which may be of interest to your readers. It was neatly printed on a slip of paper 3¼ by 6 inches in size, and it bore the following text:

"To reduce the extremely long working hours of druggists, there has been a growing practice throughout the country of closing drug stores during a part of Sundays. For this reason, beginning April twenty-first, this shop will be closed on Sundays from one to four o'clock P.M., and will be open from nine A.M. to one P.M. and from four to eight P.M."

EDWIN P. ANTHONY.

Providence, Rhode Island.

A PROPOSED REMEDY FOR THE SITUATION.

To the Editor:

The decision of the United States Court against the N. A. R. D. at Indianapolis has certainly placed all of us who try to do a legitimate drug business in a bad state of affairs. We have absolutely no protection at present. The cutter can buy all the line of patents as well as we can. What are we to do?

Here is a remedy: Let us say that there are four druggists in a town. Three of them try to uphold a uniform price; the other is a cutter. Now let these large manufacturers, like the Peruna or the Dr. Miles people, make the three of us their agents, refusing to let the fourth man act in that capacity. Will not this give us every protection? The cutter won't be able to get the goods to sell since he is not an agent.

Notice the way Chester Kent & Co. do business. They sell only to agents, and no one else can buy

or distribute their goods. Let us all consider this matter and do something. A cutter is dangerous and must not exist.

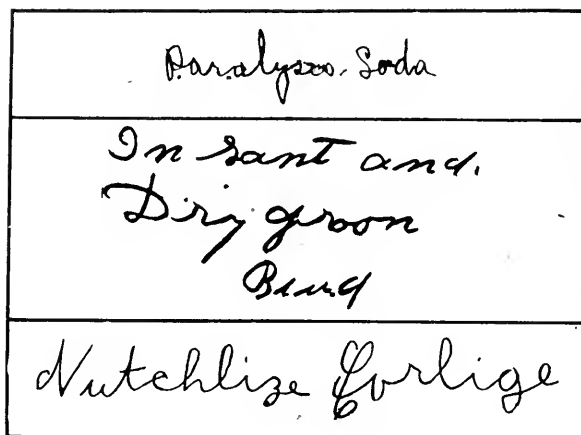
ROBERT STAMPS.

Brookhaven, Miss.

[NOTE BY THE EDITOR.—One house, acting alone, would have a perfect right to establish agencies in this manner, but the very instant two or more houses did it we fear the question of "combination" and "conspiracy" would bob up again.]

SOME FUNNY ONES.

The three orders shown in the accompanying illustration have all been received from BULLETIN readers—and all of them are equally funny. The first, sent in by R. C. Todd, Spartanburg, S. C., was found, after considerable questioning of the customer, to call for sodium salicylate! The second,



contributed by John T. Roe, secretary and treasurer of the Roe Drug Co., Mobile, Ala., is a request for incense and dragon's blood—would you ever guess it? The third, received from A. L. Crawford, Genoa, Ill., represents a heroic and painful effort to spell "neutralizing cordial"—and the fellow almost succeeded!

MORE THAN ONE WAY OUT OF THE WOODS.

To the Editor:

I received a prescription last Sunday which "lays over" anything of the kind you have ever printed in the BULLETIN. It was as follows:

Rx Sp. Frumenti Oss.
Tr. Capsicum m. v.
M.

Signa: Use as a gargle, being careful not to swallow any of the mixture. —, M.D.

What do you think of this?

Rochester, N. Y.

FRANK S. McCABE.

A PERFUME SCHEME.

To the Editor:

The BULLETIN has favored me in the past by publishing small items from my pen, and I take the liberty of forwarding at least one more—something new this time.

A unique way to advertise perfumes is to use a perfume as an ink, coloring it with red or green aniline. With this ink write on all stationery, statements, etc., close to the name card, the following: "Smell it? It's Violet Extract. Very lasting. We sell it 35 cents the ounce."

The "ink," containing alcohol, dries quickly. The perfume is wonderfully apparent on opening the envelope. The different colored inks used attract attention to the ad. Its a winning scheme. Try it.

Wellfleet, Mass.

C. M. DEXTER.

A BREEZY LETTER.

To the Editor:

Your recent circular requesting \$1 to be sent for a year's subscription to the BULLETIN OF PHARMACY came to hand and was immediately deposited in the waste basket, with the remark "No dollar from me!" But the next mail brought a sample copy of the April number, and after reading "What He Didn't Want" I had my dollar's worth. So here it is. I have been in the drug business for ten years, and yours is the first live journal I have ever seen. What do we care for "chemical researches." Those days we spent in college. We need a smile once in a while. To the backwoods with the dyspeptic pharmacist!

Niles, Ohio.

R. M. HAUN.

LOOK UP!

To the Editors:

The BULLETIN is the most welcome journal that comes to our table, and we take four of the different ones. We get more "dollars and cents" information from your journal than all the rest. Some journals, one especially that I might mention, ought to go out of business. This one can never see anything but the dark side of a druggist's life. From the information gleaned one would think that the almshouses were filled or would soon be filled with poor druggists, and that the occupation of pharmacy is very unworthy for any young man to think of taking up. "Hold your head above the water if we die hard."

C. M. HUDGINS, M.D.

Thompsonville, Ill.

STATE BOARD QUESTIONS.

The BULLETIN has been requested so many times, both by clerks and proprietors, to publish board of pharmacy questions that it has decided to print a full set every month in this department of the journal.

A NEW JERSEY EXAMINATION FOR REGISTERED PHARMACISTS.

PHARMACY.

1. State briefly the changes you note in the new Pharmacopœia and mention the advantages of such changes.
2. Alcohol containing 38 per cent by weight of absolute alcohol has a specific gravity of 0.943. What is the per cent by volume?
3. (a) Mention the most desirable excipients for making pill masses. (b) What is meant by plasticity, firmness, adhesiveness and homogeneity as applied to pill making? What excipient would you employ in making pills containing (a) readily reducible substances, (b) deliquescent substances, (c) substances containing volatile oils, (d) scale salts of iron?
4. How much Pot. Iodide would you employ in making one-eighth of a liter of saturated solution of Pot. Iod.? Give your answer in the metric system.
5. What are the constituents in the following (omit quantities): Ung. Hydrarg. Ammo., Ung. Phenolis, Cataplasma Kaolini, Ceratum Res. Co., Collod. Styptic, Tr. Gambir Co., Ung. Sulphuris, Sps. Aetheri Co.?
6. How much Salicylic Acid is required to make 100 grammes of Lanolin Ointment containing 3 per cent of the acid?
7. Phosphorus. State briefly how obtained, characteristic properties, official preparations. How should phosphorus be kept, and why?
8. What is the U. S. P. name for Blue Ointment? Of what is it composed? Wherein does it differ from Mercurial Ointment?
9. (a) In making an ointment containing Powd. Opium and Ext. Bellad., the base being Lanolin or Vaseline, how should it be prepared? (b) In making Suppositories containing Ext. Opii aq., Ext. Bellad., Plumbi acetat., how would you incorporate them with the Cacao Theobroma?
10. What quantities of each are required to make a lotion containing Cocaine 4 per cent, Boric Acid and Aqua q. s., to make 50.00?

MATERIA MEDICA.

1. Point out the difference in the physical characteristics of the following: (a) Fennel and Anise; (b) Short Buchu and Uva Ursi; (c) Cinchona and Cinnamon; (d) Serpentaria and Spigelia.
2. Castor Oil. (a) Give Latin name of the plant from which it is obtained. (b) In what country does the plant grow? (c) From what part of the plant is the oil obtained and how? (d) What is the dose, and how may it be best administered? (e) What are its medicinal properties? (f) Name some other purposes for which it is used. (g) How would you detect the admixture of other fixed oils?
3. Rubber. (a) Give botanical name of the plants from which this is obtained. (b) From what country does the

largest supply come? (c) How is it collected and prepared for shipping? (d) In your estimation, do goods made from rubber form an important part of a pharmacist's stock? (e) Give a list of goods made from rubber which are usually kept in a modern pharmacy.

4. Licorice. (a) Give Latin name of plant from which it is obtained. (b) From what countries is it obtained? (c) What part of the plant is used? (d) Give medicinal properties. (e) Give names of the various official preparations. (f) Give common names of two very popular and much-used preparations of Licorice.

5. Oil of Turpentine. (a) Describe how and from what obtained. (b) Its characteristics. (c) Mention the official preparations into which it enters. (d) What impurities or adulterations occur in it? (e) Give tests for purity.

6. Opium. (a) Describe how obtained. (b) Mention its principal constituents and state percentage of each. (c) Name the adulterations, impurities, or deteriorations of Gum Opium. (d) In what form is opium directed to be used in official preparations, and what is the morphia strength required? (e) State medicinal properties and uses. (f) What is the dose directed by the Pharmacopœia of (1) Opium, (2) Deodorized Opium, (3) Granulated Opium?

7. Camphor. (a) From what obtained? (b) What country furnishes our supply? (c) Describe its preparation. (d) State medicinal properties and uses. (e) What reasons are there for the great advance in price?

8. What part or parts of the following plants are used in medicine: Myristica Fragrans, Convolvulus, Scammonia, Hamatoxylum Campeachianum, Barosma Betulina, Pterisma Excelsa, Cassia Acutifolia?

9. Define the following terms, giving an example of each: (1) Diuretic, (2) Vesicant, (3) Anthelmintic, (4) Hemostatic, (5) Anesthetic, (6) Sialagogue, (7) Emmenagogue, (8) Cholagogue, (9) Carminative, (10) Diaphoretic.

10. Mercury. (a) How and where produced?

CHEMISTRY.

1. Potassium. Give symbol, atomic weight, valence, source, how prepared; also give the official names of the salts and liquid preparations.

2. Chloride of Iron. Give official name, chemical formula, molecular weight; also state for what purpose HNO₃ is added in preparing it. Is it a Ferrous or a Ferric Salt?

3. Sodii Salicylas. Give chemical formula; how prepared. What test would you use to determine the presence of salicylic acid?

4. Iodine. Give symbol, atomic weight, source, how prepared. What preparations are official? Also give test for Iodides.

5. Name five Chlorides and five Sulphates produced from Metals, official in the U. S. P.

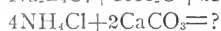
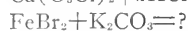
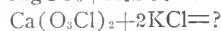
6. Give chemical formula for three compounds of Iron used in Medicine.

7. What percentage of absolute acid do the dilute acids of the U. S. P. contain? Are they all uniform in strength? If not, what exceptions?

8. Define the terms Anhydrous, Amorphous, Deliquescent, Efflorescent, Hygroscopic.

9. Give the chemical formula for Alumen, Acid Tartaric, Potassii Acetas, Potassii Bicarbonas, Salol, Magnesii Sulphas.

10. Complete the equations:



TOXICOLOGY AND PRESCRIPTIONS.

1. What does the law of this State require the pharmacist to do and ascertain when selling a poison? Is there any drug on the sale of which the law places special restrictions? If so, what is it? What are the restrictions?

2. Give the official Latin name of the antidote for Fowler's Solution. How is it prepared? Give the average adult dose of Fowler's Solution.

3. What is considered the very best antidote for Carbolic Acid? How much is given at a time? Give average adult dose of Carbolic Acid. What is the best antidote for overdoses of Phosphorus? Give the average adult dose of Phosphorus.

4. Name three vegetable emetics, also three chemical emetics, giving emetic doses of each. What is the difference between a chemical antidote and a mechanical antidote? Give example of each.

5. Give the average adult dose and the dose for a child eight years old of the following: Tr. Aconite, Tr. Opii Camph., Tr. Opii Deod., Dover Powder, Morphia Sulphate, Codeine Sulphate, Atropine Sulphate, Nitrate Silver, and Calomel.

6. How many grains of Iodide of Potass. would be required to make one fluidounce of a saturated solution in water? How many grains of Cocaine would be required to make one fluidounce of a 3-per-cent solution in water?

7. Which one of the mercurial preparations is most frequently employed for suicidal purposes? What is the best antidote in poisoning by it? How is the antidote used and what is formed?

8. How would you distinguish the difference between a case of poisoning by Belladonna and a case of poisoning by Opium?

9. In R A write the prescription in Apothecary's weights. In R B write the prescription in Metric weights.

A. R Ext. Nux Vomica..... .016
Ext. Hyoscyamus..... .048
Ferri Sulph. Exsc..... .065
Quinine Sulph.194

M. Fiat Cap. No. 1.

B. R Lactopeptine.....Grs. xxx.
Pulvis Opii.....Grs. ij.
Salol.....Grs. xx.
Bism. Subnit.....5ij.

M. Fiat Cht. No. xii.

10. Criticize the following:

R Pulvis Opii.....Grs. iss.
Pulvis Camphor.....Grs. xx.
Chloral hydr.Grs. lx.

M. Fiat Cht. No. xii.

R Hydrarg. Chlor. Corros.....4 grains.
Potassium iodide.....2½ drachms.
Aqua Camphor.....1 fluidounce.
Syrup Sarsap. Comp., q. s.....4 fluidounces.

M. Sig.: Two teaspoonfuls every three hours.



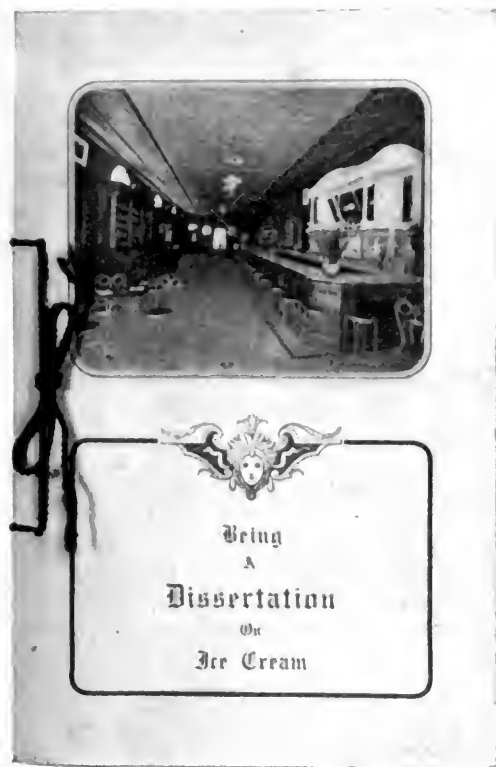
A UNIQUE PHARMACY IN INDIA.—This "Co-operative Pharmacy" is to be found in Benares. Benares is the "Holy City of India," and gets this name from the fact that it is the Mecca of the Hindus. The pharmacy presents quite an extensive front, and one would expect to find a large interior: on the contrary, however, the room is scarcely more than six or eight feet wide. A well assorted stock of medicaments is carried, and the traveler from America is pleased to see that many goods from his own country are handled. We are indebted for the photograph to Mr. F. G. Ryan, president of Parke, Davis & Co., who recently returned from a trip around the world.

SPECIMEN ADVERTISEMENTS.

In addition to the variety of advertising and commercial suggestions which are brought together every month in the adjoining department of "Business Hints," the editor of the BULLETIN will hereafter regularly print in this place the full text of some particularly meritorious specimen of advertising—a circular, a folder, or a booklet. Readers are invited to send in specimens of their advertising matter, either for full reproduction on this page, or for description and mention in "Business Hints."

AN ICE-CREAM BOOKLET.

There is a druggist down in Charlotte who has built up a great trade on ice cream. His name is Brannon—R. M. Brannon, if you want his full name, but he always refers to himself merely as "Brannon" in his advertisements. Last year Brannon got out a very attractive booklet on ice cream.



Reproduction of the front cover of the Brannon ice-cream booklet. The booklet itself was 5 by 8 inches in size.

We are showing a half-tone reproduction of the front cover, considerably reduced in size. The booklet was 5 by 8 inches in dimensions and was very tastefully gotten up.

The first* eight pages were devoted to a general talk on the subject of ice cream, and this was entitled

"The Dissertation." Then followed a considerable number of pages given up to signed testimonials to the excellence of the Brannon brand of ice cream. Interspersed among these testimonials were terse little sentences, some of which we shall quote later on. Here is the text of the introductory "Dissertation:"

When contemplating a social function, whether it be a card party, a dinner party, an afternoon tea, or a wedding reception, no doubt the very perplexing question "what to serve" frequently confronts and perplexes you. If it's meat you want and decide upon, then "I pass," but if it's Ice Cream—well, I am the man you want to talk to. I'm a Consulting Specialist in this Avenue of Art. Ice cream is my business, my hobby, my one and only ambition in life. I think ice cream, talk ice cream, dream ice cream. I am a veritable monomaniac on the subject of ice cream.

Ice cream is my life.

I love to work in it—work with it—work for it. My whole being partakes of the nature of ice cream—my temperature rarely reaches normal.

They Say a Man

has to love a thing to do it well. If this be true then I certainly can lay claim to the first grand fundamental requisite of success. But that's neither here nor there—what I am, or who I am, or what I love or whom I love, does not interest you or concern the public.

It's Where I am—

what I make—how I make it—that gives me an excuse to claim a few moments of your most valuable time. As I was going on to say—I make ice cream, and I make it good and hard—I make any kind and I make it at any time, because my business is growing, reaching out, developing, asserting itself more and more every day. I founded my business on Merit and Quality, Promptness and Reliability, and I have Won.

Ask any man, woman, or child in Charlotte who makes the best ice cream they ever ate, and they will tell you quickly—Brannon.

Ask any housewife in Charlotte if Brannon ever failed or disappointed her and she will promptly tell you—"No, never."

Ask any citizen of Charlotte if Brannon is reliable and he will tell you—"Yes, absolutely." (Ask anybody in Charlotte if Brannon is modest and he or she will tell you: "In private life, yes, extremely so—as shy as a shrinking, shivering debutante, but when it comes to business, he's out for Brannon!")

They say

A Prophet is Not Without Honor, Etc.

I am the exception that proves the rule. 'Tis mine own home people that brag about me and boost me up. Read the enthusiastic testimonials which this little booklet contains and see what my neighbors think of me and say about me. Read that long list of every day customers. It's a showing that any man may well be proud of, and it justifies a fellow in casting large and influential bouquets at himself, for that list includes many of the best known, most popular, and most prominent housekeepers and hostesses in Charlotte.

I've Been Furnishing

ice cream in bulk bricks since April of 1902, and I have yet to receive my first complaint. I advertise and openly beg for adverse criticism, but up to this hour I've had nothing but compliments.

I have never disappointed a customer, and what's more to the point, I never will. Every order, large or small, is handled by myself and my competent, skilled assistants, and our system of entering and discharging orders prevents the possibility of mistakes or delays.

As regards our facilities for handling business—we have every known modern electrical appliance and convenience. Electricity is the motive power which crushes our ice and runs our freezers, thereby enabling us to handle very large orders in a remarkably short time. Just now carpenters and masons are at work increasing our floor space, which, when completed, will give us a factory three times the size of our present quarters. Thus has our business grown.

In Thirty-six Weeks

from a little plant, sufficient to supply my own soda fountain and a small local family trade, to a big industry with a thousand dollars worth of electrical and other machinery and paraphernalia, is what Quality and Reliability, Energy and Earnest Endeavor, have done for my ice-cream department.

Come to My Place

and let me show you my dairy bills for the past six months—they will startle you. Cream! Cream! Cream! I have paid out enough money for cream—pure, rich country cream—to live comfortably on for many months to come.

What Do We Make?

Anything—everything—Chocolate, Vanilla, Orange, Egg-Nog, Grape Punch, Maraschino, Claret, Sherry, etc., etc., with Neapolitan Bricks as our great leader. But then we can and often do combine any of the above. For instance, if your color scheme is violet, then let me suggest bricks of equal parts of white vanilla and our exquisite, purple grape punch. The most popular combination, however, is Chocolate and Vanilla Ice Cream and Orange Ice—orange, by the way, that is made most positively and absolutely from the fresh fruit.

In the Matter of

kind and color we are always glad to follow your wishes entirely, suggesting only when suggestions are solicited. To make a long story short, we make any kind of cream, of any color, at any time, and we serve you what you want, not what we want to sell you.

Our prices are as

Reasonable as Possible,

consistent with the quality of our cream and the character of our service, and our scale is as follows:

Round Porcelain Packers, per gallon.....	\$1.50
<i>Quart Bricks.</i>	
Plain or Neapolitan, per gallon.....	\$2.00
(or any combination)	
<i>Individual Bricks.</i>	
Six or seven to the quart for the first five gallons.....	\$2.50
Per gallon, thereafter.....	2.00

Our bricks may be cut 5, 6, 7, 8, or even 9 to the quart, though we do not advise the last-named number. Seven is

the prettiest, most practical, and most convenient size, and is the number we particularly recommend for shipping.

Express Orders and Charges.

On out-of-town orders we pay the return charges on empty packers, and if as much as ten gallons is wanted we will make further liberal concessions.

As to Notification.

For cream in bulk and quart bricks we can furnish any reasonable quantity, say one to ten gallons, on five or six hours' notice, frequently in thirty minutes' time, but for individual blocks we must have from fifteen to twenty-four hours' time, as such blocks require ten to twelve hours in which to properly harden before being cut.

I Absolutely Guarantee

satisfaction both in the quality of my cream and in the perfect preparation and preservation of the bricks. My patrons may be assured that every order entrusted to my care will have the personal supervision of myself and an assistant thoroughly schooled in this line of work.

The following pages comprise a partial list of my customers. Please read what many of them have been kind enough to write concerning my cream and my service.

Sincerely,

R. M. BRANNON.

We have already explained that the remainder of the Brannon booklet was made up of testimonials from pleased purchasers of the cream. Scattered among the letters were a number of terse paragraphs like these:

The smooth, rich, velvet finish which my creams possess is accomplished by lots of care in the preparation, and the use of plenty of pure, rich, country cream.

* * *

Brannon has put his soul into his hot chocolate.

* * *

All swell social functions serve Brannon's ice cream.

* * *

I furnished one of my customers ten gallons in individual bricks, and over her own signature she says that every single block, down to the very last one, was frozen perfectly hard and was in perfect condition.

* * *

Brannon ships ice cream all over the State and guarantees perfect carriage.

* * *

Brannon's chocolate is a dream—a rich, dreamy, creamy dream.

* * *

Brannon's superb, swell soda fountain service has the metropolitan stamp and an individuality which guarantees an ever-green and growing popularity.

* * *

Brannon gets the business because he gives the best stuff and the most approved service.

Some of Miss Wanous's Advertising.—

Elsewhere in the present issue of the BULLETIN, in the "Personal" department, we are printing a portrait of Miss Josie A. Wanous of Minneapolis, and referring to her some-



WANOUS' SPECIALS

WANOUS' SHAMPOO-BAG—easy and pleasant to use. 10c each, 3 for 25c.

pleasant to use. 10c each, 3 for 25c.
WANOUS' ORANGE FLOWER
CREAM SOAP softens hard water.
 3 cakes in a box. 25c.

WANOUS' ORANGE FLOWER SKIN FOOD, for dry skin, prevents wrinkles, chapped face; thoroughly cleanses the pores. Two ounce jars, 50c.

WANOUS' BENZOIN MIXTURE will keep the skin soft and beautifully white; excellent after shaving (is not sticky) 25c per bottle.

WANOUS' ALMOND CREAM for the face, hands, skin and complexion (contains no. glycerine), per bottle 25c.

WANOUS' POND LILY BALM—for
chapped face and hands (dries quick
ly). 16c per bottle.

WANOUS' HYGIENIC LOTION. a clear liquid face powder; removes tan, freckles, moth and blackheads; sure cure for oily skin. 50c per bottle.

WANOUS' CREAMOLINE, a liquid beautifier for the face, neck and arms. Flesh or white, 50c per bottle.

WANOUS' HYGIENIC FACE POWDER. A perfect preserver of the complexion (white, pink or cream). 35c per box.

VARIOUS PURITY FOAM—a health-
ful liquid cleanser for the teeth; 25c
per bottle.

heavy paper, and was folded and mailed under one-cent postage to a considerable number of Philadelphians. It was also used in the store throughout the season. The size was

[illegible]

what unique career as a pharmacist. In this place we may add that Miss Wanous is a clever advertiser. She gets out a long list of specialties and is creating a public demand for them quite successfully. As we write we have before us an eight-page folder devoted to an exploitation of the full line of Wanous's products. Lacking the space for the folder as a whole, we are contenting ourselves with the reproduction of a single page only, in order that the general style and typography may be seen. On other pages of the folder some of the products are explained at greater length.

A Soda Menu.—

Clarence L. Bonta, the Philadelphia druggist, is an original and successful advertiser. He makes a great specialty of his fountain drinks, and he always refers to them as "Twilight" soda. Evidently he wants to have the word "Twilight" become associated in the Philadelphia mind with Bonta and his soda fountain. He rings every possible change on the phrase. We are reproducing a soda menu which Mr. Bonta got up last year. It was printed in two colors on a nice quality of

3½ by 14 inches. We have been compelled to reduce the size so much in our reproduction that we have scarcely done justice to the subject.

Two Novel Window Displays.—

The subject of window displays came up for discussion at the last meeting of the Pennsylvania Pharmaceutical Association, and several good ideas were given by different members. Mr. Rothwell said that some years ago a friend of his had shot a crane. He put it in his window, surrounded it with all the baby foods in his stock, and then put up a sign reading as follows: "This is Not a Stork, but We Keep all the Foods."

1. L. Walton, of Williamsport, Pa., told how he had devised a "daisy window." "I had some Colgate's tooth-powder and soap that we wanted to make a trim of," he said, "and it occurred to me that I could use some field daisies

very successfully for the purpose. I accordingly put a big bouquet of the daisies in the window, arranged the soap and the tooth-powder suitably, and then put in a card reading as follows: 'Isn't this a Daisy Offer of Tooth Powder and Soap at 15 cents?' It made a hit and sold the goods."

Exploiting Olive Oil.—

During the last year or two several references have been made in this department to the work of B. S. Cooban, the well-known Chicago druggist, in pushing the sale of olive oil. Mr. Cooban now tells us that he has made arrangements with the *Chicago Sun* for a year's advertising, the "copy" to be changed twice a week. He has started off with a series of

POSITIVELY PURE

"In buying Olive Oil it pays to get the best."—COOBAN.

ITALIAN OLIVE OIL

Those threatened with consumption or any kind of wasting disease should look into the many merits of our Imported Olive Oil. It has the natural, rich, nutty flavor possessed by only the pure Olive Oil. It is dangerous and absurd to experiment with some of the Olive Oils on the market, for they may be adulterations—dangerous to any stomach.

We guarantee our Olive Oil to be positively pure. As a food and a medicine it is unapproached for certain forms of illness, especially those of a wasting nature, where pure blood forming and tissue making is of the first importance. Our booklet on Olive Oil is interesting and informing. Get a copy.

Half-pint 35c Pint 60c
bottle.... bottle....

B.S.COOBAN & CO.

63d St. and Normal Ave.,
CHICAGO.

POSITIVELY PURE

"In buying Olive Oil it pays to get the best."—COOBAN.

OUR

ITALIAN OLIVE OIL

IS PURE—
ABSOLUTELY SO

Any article with the Cooban guaranty of worth may be absolutely depended upon. We guarantee the purity of our Olive Oil, for we know all about it. The market is flooded with adulterations of Olive Oil—worthless concoctions very liable to damage the human system. Cottonseed oil, because it offers a good profit and which is practically indigestible, is often mixed with Olive Oil and the mixture palmed off on the unsuspecting customers calling for Pure Olive Oil.

Know what you are getting—know from whom you are buying. This is good advice. Our imported Olive Oil is pure, absolutely so. Booklet upon request.

Half-pint 35c Pint 60c
bottle.... bottle....

B.S.COOBAN & CO.

63d St. and Normal Ave.,
CHICAGO.

ads. on olive oil, and we are reproducing two of them this month. There is little doubt that the druggist, if he goes at the subject in the right way, can develop a considerable sale on this product. He must, however, have a superior article to start with, and he must also teach the public the uses of the substance, not only on the table, but as a medicinal food like cod-liver oil.

Chemicals and Pharmaceuticals in the Window.—

Some pharmaceutical houses spare no expense to market their goods in neat, attractive packages. As a result the druggist may find ample material for a window display in his own stock. Sealed containers of elixirs, syrups, solutions, pepsin products, fluidextracts, ointments, suppositories, capsules and globules, hypodermic tablets, and pure chemicals are all available for a window exhibit.

The accompanying photograph shows a display appearing in the store of D. Charles O'Connor, Fitchburg, Massachusetts. In the center the pyramid idea has been carried out with an assortment of Parke, Davis & Company's pharmaceuticals and Merck's chemicals. Mr. O'Connor has evi-



dently selected products more or less familiar to the general public—hydrogen peroxide, essence of pepsin, nasal tablets, etc. On either side of the pyramid are arranged a number of chemicals and miscellaneous specialties, giving the display a complete, liberal appearance.

A Mailing Card.—

The mailing card shown in the accompanying illustration is received from Oscar Zuercher, of Berwick, N. D. Mr. Zuercher asks us to criticize the card in this department of the BULLETIN. He tells us that something of the kind is sent out to a considerable mailing list twice a month. Since we are asked to venture criticisms, we may express our frank

GOLD COIN STOCK FOOD HAS NO EQUAL	CIGARS. CHEWING TOBACCO. SMOKING TOBACCO. CANDY. CHEWING GUM.	ALL KINDS OF PATENT MEDICINES
	Treat your grain with FORMALDEHYDE and prevent smut. We guarantee ours to be over 40 per cent.	
	BLUE STONE also used for treating grain. We have it.	
	Kill your gophers early in the season Use STRYCHNINE . We sell it in all sizes.	
	Now is the time to feed your horses GOLD COIN HORSE TONIC entirely different from the ordinary stock foods. It gets your horses in shape for the spring work.	
ZUERCHER'S DRUG STORE,		
April 1907 Berwick, N. D.		
TABLETS, ENVELOPES, BOX PAPER, PENS, INK, PENCILS, SCHOOL SUPPLIES.		

opinion that the card attempts to treat too many subjects. Shotgun advertising has been pretty well abandoned as being unfruitful of results. It is better to discuss one thing or one line of things at a time. In other words, hit the bull's-eye and hit it hard! Furthermore, it strikes us that the typography of this particular card could be improved upon.

PRACTICAL PHARMACY.

Four Improved Formulas.—

P. H. Utech, contributing a paper to the last meeting of the Pennsylvania Pharmaceutical Association, presented what he declared to be improved and more economical methods for the preparation of four well-known pharmaceuticals:

SPIRIT OF PEPPERMINT.

The official directions are, simply, that the oil of peppermint be added to the requisite amount of alcohol, to which a small quantity of peppermint herb is added, and the whole allowed to macerate for twenty-four hours. Now, if this herb be first allowed to macerate in water for several hours, then washed thoroughly, and later added to the alcoholic solution as before, the resulting spirit will be of a deeper and more permanent green color than when made according to the U. S. P. process. Using double the quantity of herb is also, in his estimation, a decided improvement.

SPIRIT OF SPEARMINT.

The process here outlined also applies to the preparation of spirit of spearmint.

TINCTURE OF IODINE.

This solution can be prepared much more conveniently by a process which the writer has employed for several years past, viz., that of circulatory displacement. The method of procedure is as follows: Introduce the alcohol (about 900 Cc.) into a Florence flask of 1000 Cc. capacity. Weigh out the iodine (70 Gm.) and the potassium iodide (50 Gm.) and place them in a small muslin bag tied with a long string. Suspend the bag in the flask containing the alcohol until it appears just below the surface of the liquid. Now cork securely and allow it to remain perfectly still for about an hour, when the ingredients will be found to have been dissolved. Transfer the resulting liquid into another bottle, and rinse the flask and muslin bag with enough alcohol to make 1000 Cc. Tincture of iodine can be made by this process more easily, quickly, and with greater economy.

WARBURG'S ANTIPERIODIC TINCTURE.

In making this tincture by the process mentioned in the National Formulary, if the word "digest" be changed to "macerate," and the time extended to about forty-eight hours, a more satisfactory filtrate will be the result. The substitution of quinine bisulphate, on account of its greater solubility, for the ordinary sulphate makes the finished product free from sediment and more elegant in appearance.

Improving on the N. F. Formula for Elixir of Iron, Quinine, and Strychnine.—

George M. Beringer, Jr., in a paper read before the last meeting of the New Jersey Pharmaceutical Association, told how he had experimented with the elixir of iron, quinine, and strychnine in an effort to evolve a satisfactory preparation. He finally worked out the following method:

The quinine hydrochloride of the N. F. formula was replaced by an equivalent amount of the alkaloid, which was dissolved in the alcohol. The tincture citrochloride of iron was made slightly alkaline with ammonia water (the citrates present preventing precipitation), and added to the alkaloidal solution. The other ingredients were added according to the N. F. directions. Hydrochloric acid was finally added till the

finished elixir was slightly acid to litmus paper, and until the green color, which the ammonia had destroyed, had been restored. This elixir has stood several months without precipitation, and the color is more beautiful than that given by the regular method of working the N. F. formula.

Some Practical Points.—

At a recent meeting of the Philadelphia College of Pharmacy Mr. Boring presented some items of practical interest. He said that the process of powdering balm of Gilead buds is materially assisted by the use of purified talcum. Referring to the fact that official alum is potash alum, Mr. Boring spoke of the repeated attempts which he had to make to obtain this particular salt, the dealer supplying him having furnished ammonia alum instead. In commenting on a prescription which directed the making of 40 grains of extract of ergot, 10 grains of extract of belladonna, and 1 grain of strychnine sulphate into 40 pills, Mr. Boring said that the use of a vegetable powder gave too large a pill, but that the use of about 20 grains of spermaceti gave a pill of desirable size and consistency.

Conforming to the Food and Drugs Act.—

B. S. Cooban & Co., of Chicago, have recently revised the label and carton of Cooban's "White Pine and Tar Compound" to conform to the requirements of the federal food and drugs act. Here is the label:

COOBAN'S
White Pine and Tar
COMPOUND

**ALCOHOL 5%
 MORPHINE SULPHATE
 2 GRAIN PER OZ.
 CHLOROFORM
 3 MINIMS PER OZ.**

**A RELIABLE REMEDY FOR
 COUGHS, COLDS, HOARSE-
 NESS, LARYNGEAL AND
 BRONCHIAL INFLAMMATION,
 RAWNESS AND SORENESS
 RESULTING FROM DRYNESS
 OF THE THROAT AND AIR
 PASSAGES OR FROM CLEAR-
 ING THE THROAT.**

DIRECTIONS
 FOR ADULTS.—One teaspoonful
 every three or four hours.
 FOR CHILDREN.—Twelve years
 old, half teaspoonful; eight years
 old, fifteen to twenty drops; five
 years old, ten to fifteen drops;
 for infants, five to ten drops.

**B. S. COOBAN & CO.
 630 AND NORMAL AVE.
 CHICAGO, ILL.**

Mr. Cooban has also had the formula of the product printed on the back of the carton—we say "formula," but, more accurately speaking, what he has done is to give, not the working recipe, but an itemized list of the ingredients, giving the quantities present in a fluidounce of the product. The federal law does not require the publication of the formula upon the label, but Mr. Cooban evidently thought that it would inspire public confidence in the product to have the composition of it fully and clearly set forth.

The text matter on the front of the carton is a practical duplication of that seen on the label, with the exception that the "directions" are omitted.

BOOKS.

THE NINETEENTH EDITION OF THE UNITED STATES DISPENSATORY.

The long-expected edition of the United States Dispensatory, based upon the Eighth Revision of the Pharmacopœia, has at last made its appearance—and a welcome appearance it is. This great volume has always been an encyclopedia of pharmacy for the druggist. The present book is a huge tome of 1947 pages, as against 1930 in the previous edition. The size of the printed page, too, has been slightly increased, and the double-column form has been adopted throughout. The latter feature is one, which will be very generally appreciated. It makes for readability and convenience.

The great forte of the United States Dispensatory has always been the degree of emphasis placed upon the subject of practical pharmacy. It has contained a wealth of information regarding the preparation, preservation, and dispensing of medicaments. The nineteenth edition, like its predecessors, is highly commendable in this respect. In this connection reference might also be made to a new and useful feature—that of giving, at the end of each article, a complete list of the official preparations into which the drug enters.

The U. S. D. is for the first time unable to print the full text of the National Formulary. The latter, as everybody knows, is owned and published by the American Pharmaceutical Association, and at the last meeting of the A. Ph. A., held in Indianapolis during 1906, it was voted to refuse the right to all publishers of printing the full text of the work, whether considerations of payment were involved or not. The U. S. D. has therefore been compelled in the present instance to content itself with the use of such an epitome of the N. F. as has been gotten out on a number of occasions for distribution among physicians. Formulas do not appear, and in their place is a brief reference to the ingredients of the products and to their medical uses.

The present edition was edited by the distinguished trio of scientists which has been responsible for the last edition or two. H. C. Wood, M.D., LL.D., has had charge of the botany and materia medica; Joseph P. Remington, Ph.M., F.C.S., has had jurisdiction over the pharmacy and the pharmaceutical chemistry; while Samuel P. Sadtler, Ph.D., LL.D., has revised the portions referring to theoretical chemistry and toxicology. In addition to the foregoing editors, two other men of prominence have assisted in the work of revision—Dr. Albert B. Lyons and Dr. Horatio C. Wood, Jr. The article on antidiphtheric serum was contributed by M. J. Rosenau, M.D., director of the Hygienic Laboratory of the United States Public Health and Marine Hospital Service in Washington.

All of the special features which have characterized the United States Dispensatory in recent revisions are represented in the present one, such as the index to diseases; the consideration of tests, reagents, and the like; the tables of weights and measures; the table of thermometric equivalents; alcohol tables and the like. To these special features of the book there is now happily added the publication in full of the Federal food and drugs act, together with the rules and regulations which have been adopted for its enforcement by the government authorities.

The U. S. D. is published by the J. B. Lippincott Co., Washington Square, Philadelphia, Pa. It costs \$7.00 in cloth, \$8.00 in sheep, and \$9.00 in half Russia.

KRAEMER'S BOTANY AND PHARMACOGNOSY.

A revised and enlarged edition of Dr. Henry Kraemer's Text-book of Botany and Pharmacognosy has recently reached us from the publishers. This work must, indeed, prove a valuable tool in the hands of pharmacists and drug analysts, wholly apart from its primary purpose as a text-book for students. The author's work has been carefully and accurately done, showing a comprehensive knowledge of this difficult field. In appearance the book is artistic.

The text is divided into three parts. Part I is devoted to Botany and comprises perhaps half the book. Dr. Kraemer has included one subject which impresses us as novel but fitting, namely, the cultivation of medicinal plants.

Part II represents a study of crude drugs with special reference to their cell structures and chemical constituents. This section is of decided value to the pharmacist as a text-book or work of reference. The key for the study of powders will recommend itself to the student and pharmacist alike as a useful guide in determining the identity and purity of powdered drugs. The histological study of two hundred food, spice, and drug products will be of material aid to the chemist in estimating the quality of vegetable powders. This treatise on the subject of Pharmacognosy is delightfully clear and systematic. The microscopical drawings are carefully selected and well executed, and there are also a number of half-tone engravings made from photographs.

Last but not least in importance is the section devoted to "Reagents and Microscopical Technique." For microscopical work the student or analyst will find in these pages considerable instruction on sectioning and mounting specimens. The technique of staining and the reagents of service in this direction are covered in a very acceptable way. No similar work that has come under our notice contains such a complete list of stains and reagents. To the workman interested in laboratory technique we would recommend this chapter highly.

All in all, Dr. Kraemer's latest edition of the Botany and Pharmacognosy is from the view-point of the pharmacist of great service. No book has ever been brought to our attention which covers the field of commercial drugs more thoroughly.

Dr. Kraemer's Text-book of Botany and Pharmacognosy is published by the J. B. Lippincott Co., Washington Square, Philadelphia, Pa. It contains 805 pages.

JOHN HELFMAN.

ANOTHER BOOK BY MR. FARRINGTON.

Readers of the BULLETIN who have followed Mr. Frank Farrington's practical papers in this journal on advertising and cognate subjects, not to mention occasional specimens of verse and other outpourings of a literary nature, will be pleased to know that "The Clerks' Book" has recently appeared with Mr. Farrington's name as author on the title-page. This is a little volume of 96 pages, modestly bound.

in blue cloth, and purchasable at 25 cents of the Merchants' Helps Publishing Co., of Delhi, N. Y.

The book is exclusively addressed to the clerk, but it will be read with equal interest and profit by proprietors. It consists of a collection of short paragraphs conveying Mr. Farrington's notions of what a clerk should and should not do. Some of these paragraphs are quite epigrammatic. Witness the following:

You can't slight your work without damaging your prospects. The least important clerk in the store is under the eye of some higher authority, and the only reward of shiftlessness is the grand bounce.

If you form bad personal or business habits, you harm yourself more than you ever can harm your employer. He can discharge you if you go wrong, but you can't get away from yourself.

Keep your individual expenses on a cash basis. There is only one rule for the man on a salary, and that is "Pay as you go." If you can't pay, don't go.

As a drawing card in a store, Mr. Grouchy is about as attractive as a case of smallpox. Cheer up.

It doesn't pay to recommend goods a bit higher than they will stand. A customer fooled that way once won't give you a second chance.

In the preface Mr. Farrington prints this choice piece of humor: "Keep the book handy by the counter or in your pocket and pick it up at odd moments. If your employer objects to your reading it during working hours, let me know. I'll write to him."

A BOOK ON TABLET MANUFACTURE.

Joseph R. Wood, M.A., Ph.G., of New York City, has recently brought out a book on "Tablet Manufacture: Its History, Pharmacy, and Practice." The volume contains 224 pages, is bound in cloth, and is issued with the imprint of the J. B. Lippincott Co., of Philadelphia. While this treatise contains useful information for the druggist making small lots of tablets, it is in many respects amateurish and not practical for the manufacturer of larger batches. In some respects, indeed, it is misleading, suggesting formulæ and methods of manufacture which it was found advisable to discard a number of years ago. There is, for instance, a disposition to use sugar and acacia too freely, especially with soluble tablets and also with those intended for the preparation of solutions. It might be said also that the method advised for the incorporation into tablets of essential oils, fixed oils, and creosote is rather primitive. Then, too, the formula furnished for potassium chlorate and borax seems to us dangerous. Nevertheless the book as a whole will in many respects be found helpful to the dispensing druggist.

J. M. MACDONALD.



A GROUP OF NEW ZEALAND PHARMACISTS.—This group represents the members of the Northern Pharmaceutical Association of New Zealand. They were photographed on the occasion of their first annual picnic, held on March 20 at Motutapu Island, Auckland. We are indebted for the photograph to Mr. H. O. Wiles, who is one of the prominent pharmacists of Auckland, and who is also the honorary secretary and treasurer of the Association. Mr. Wiles is seen standing at the extreme left of the picture. The person wearing a light coat, and seen sitting in the center of the front row, is P. M. MacKay, the vice-president of the organization.

THE DRUGGIST'S SPECIALTIES

In this department Mr. B. S. Cooban, a practicing pharmacist of large experience in the manufacture and sale of druggists' specialties, will endeavor to provide formulas that will "work" to subscribers who ask for them, and in turn will publish formulas for successful specialties which readers themselves are cordially invited to contribute. All correspondence should be addressed to "Specialties Department," BULLETIN OF PHARMACY, P. O. Box 484, Detroit, Michigan; and all inquirers should conform to the conditions which are stated over the adjoining department of "Queries."

Tasteless Castor Oil.

B. B. I. says: "Please give me some information concerning tasteless castor oil. I have tried several formulas printed in the BULLETIN, but all have proved unsatisfactory; for instance, the last one published was:

Saccharin	1 grain.
Alcohol	1 fluidrachm.
Oil of anise.....	8 drops.
Castor oil.....	4 ounces.

"I find that on standing a precipitate forms and the oil separates out. What causes this and how can I remedy it?"

We have not experimented with this preparation to any extent. About a year ago a similar query came to us and was answered in the May BULLETIN, 1906. We made up several pints at that time; a slight precipitate formed after standing a while, but by decantation or filtration a clear product was obtained, which was sent to a near-by hospital and proved quite satisfactory. We have done nothing with it since, however.

Saccharin is only sparingly soluble in castor oil, but its solubility is increased by the alkaline carbonates, sodium bicarbonate being generally used. You might try the formula referred to—if you have not already done so.

Saccharin	10 grains.
Sodium bicarbonate	5 grains.
Oil of peppermint.....	24 drops.
Oil of orange.....	10 drops.
Oil of anise.....	8 drops.
Oil of cinnamon.....	2 drops.
Alcohol	4 fluidrachms.
Castor oil	16 ounces.

Rub the saccharin with the bicarbonate of soda, add the volatile oils dissolved in the alcohol, add to the castor oil, mix thoroughly, and filter.

You might experiment with the above and see if you cannot make something out of it; possibly increasing the alcohol slightly might overcome the objections.

Cooban's Cooling Cream.

T. A. H. and T. N. C. want the formula for Cooban's cooling cream:

Quince seed.....	2 ounces.
Boric acid.....	32 grains.
Starch	2 ounces.
Carbolic acid.....	80 drops.
Glycerin	30 fluidounces.
Alcohol	24 fluidounces.
Oil of lavender.....	80 drops.
Oil of rose.....	20 drops.
Extract of white rose.....	2 fluidounces.
Tincture of benzoin.....	4 fluidrachms.
Water, enough to make.....	1 gallon.

Dissolve the boric acid in four pints of water, and in this macerate the quince seed for three hours. Strain through muslin with pressure, shake well, and strain again without pressure. Heat together the

starch and the glycerin until the starch granules are all broken; this is best accomplished in an enameled vessel, over a hot fire, heating quickly, and stirring continuously with a piece of smooth, white pine. This is important, as the product is easily scorched, and thus discolored. When the mixture becomes thick and takes on a semitransparent appearance, remove the vessel from the fire and set it in a pan of cold water. When cool, add the carbolic acid and the quince-seed mucilage. Dissolve the oils, extract, and tincture of benzoin in the alcohol, add the mixed glycerite and mucilage, shake well, and strain through muslin.

A Shampoo Jelly.

E. B. wants a formula for a shampoo jelly.

Here is one that was published in this department of the BULLETIN, November, 1905:

Olive oil.....	60 Cc.
Caustic potash, U. S. P.....	15 Gm.
Alcohol,	
Water, of each sufficient.	

Dissolve the potash in one ounce of water. Heat the oil on a water-bath, add the solution of potash previously warmed, and stir briskly. Continue the heat until saponification is complete. If the oil refuses to saponify and globules separate out, the potash is not of the proper strength, and more must be added—one or two grammes, dissolved in water. If desired transparent, add one ounce of alcohol, and continue the heating without stirring until a drop placed in cold water first solidifies and then dissolves. Perfume as you desire.

Cocoonut oil in place of the olive oil will make a soap free from color, and perhaps more pleasing in appearance.

C. W.—We are unable to give you the formula wanted.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Insects on Cucumber Vines.

G. C. & Co.—Your query regarding insects on cucumber vines, and methods for attacking and destroying them, opens up rather a comprehensive subject. We have consulted a gentleman who, though not a professional entomologist, has given the subject a great deal of careful study. We refer to Dr. Cuvier R. Marshall, whose remarks are quoted herewith:

There are so many insects which attack vines of the cucumber and squash families that it is difficult, with the limited amount of information at my disposal, to lay down specific directions for the use of insecticides. In general it may be said that insects which devour the foliage may be disposed of by the application of such poisons as Paris green, arsenate of lead, etc. Insects that puncture the leaf and suck the juice therefrom are not affected by such poisons as these. The aphid or green louse is a familiar example of insects of this type. They are best destroyed by the application of sprays of whale oil soap solution, kerosene emulsion, nicotine or tobacco extracts, etc. Dusting powders are also useful in destroying this class of insects as well as caterpillars and beetles. Among these powdered hellebore, powdered tobacco stems, and ordinary insect powder are efficacious on cucumber vines.

The ordinary rose beetle or rose chafer quite frequently attacks the cucumber vine. Another creature is the beetle known as the squash bug. The best way to combat these insects is to collect them in a pan containing a little kerosene. The operation is performed by holding the pan beneath the leaf and with a blow from a paddle knocking the bug into the pan. This process is not as tedious as it seems, and a dexterous boy can cover a well-sized patch in a couple of hours. These bugs fly, and efforts to spray them are more or less futile, wherefore the foregoing process is recommended.

I presume the use of Paris green might be objected to on cucumber vines after the formation of the fruit.

A great deal of very valuable information for gardeners of all kinds is contained in the "Garden Magazine," published by Doubleday, Page & Co. of New York, and supplied for \$1.00 a year. This magazine is

profusely illustrated, and is about the most modern and practical aid to the gardener that we know of.

I have heard of some very satisfactory results from the use of Kreso, a disinfectant solution prepared by Messrs. Parke, Davis & Co. of this city. It has been used for the destruction of plant lice, and with some success. The chief precaution in its use is not to make the solution too strong; one fluidrachm of Kreso to two quarts of water should be about right for cucumber vines. It is not poisonous to human beings in this strength, and should its use prove satisfactory, it would constitute one of the most economical germicides a farmer could use. It might be worth a trial in your vicinity.

I have not said anything about the borer which very commonly attacks these vines, because it is not amenable to treatment with sprays or other applications. The only remedy is to root the vine at each joint so that the destruction of one section by the borer will not result in a total loss of the whole plant.

Soluble Iodine.

E. V. K.—A paper on this subject was read some years ago before the American Pharmaceutical Association by Mr. I. Wilbert. Mr. Wilbert had made some experiments with a view to producing preparations similar to those found upon the open market of a semiproprietary nature. He had found that a preparation could be made by the use of a two-per-cent alcoholic solution of iodine to which is added a small quantity of ammonium iodide. So prepared, the article will mix with any proportion of water; and this is an advantage which is greatly desired under some conditions. Physicians very often want to combine iodine in aqueous solutions. Mr. Wilbert had found also that a small quantity of borax prevents decomposition of the solution—prevents it by avoiding the formation of hydriodic acid. Discussing the paper, Professor Fennel declared that, contrary to Mr. Wilbert, the proprietary preparations were simply made by the distillation of a solution containing one ounce of iodine to the pint of alcohol. They contain no ammonium iodide or sodium borate. Another speaker, Mr. Wm. C. Kirchgessner, of Grand Rapids, Mich., thought the preparations of the market were solutions of iodine in hydriodic acid; and this opinion was expressed also by another. Mr. Lewis C. Hopp remarked that equal portions of iodine and resorcin result in a preparation which is not only soluble in water, but which is devoid of the caustic effects of iodine and therefore of great therapeutic advantage under certain conditions.

Bleaching Ivory.

K. & S.—The Roessler & Hasslacher Company, of New York City, suggest the following process for bleaching ivory:

1. Wash the ivory with a three-per-cent solution of perborate of sodium; then wipe off with lemon juice or citric acid.

2. Treat the ivory alternately with a two-per-cent solution of perborate of sodium and a one-per-cent solution of oxalic acid, letting the ivory remain in each solution for one-half hour.

Repeat the process a number of times, then rinse with water and wipe dry. It may be necessary, after bleaching the ivory, to repolish it. This is done by applying any white polishing paste with a woolen cloth, washing with Castile soap, and after drying, rubbing with chamois.

Bacterial Vaccines.

W. H. M. wants to know whether Dr. A. E. Wright's bacterial vaccines can be purchased. The editorial on opsonins which appeared in the April number of the BULLETIN clearly answers this question in the negative. The editor

tried to impress upon the reader that the bacterial vaccine of Sir A. E. Wright is a sterilized culture of germs taken from the infected area of the particular patient in each case. For example, in treating a carbuncle, a culture must be taken from the point of infection; this is then sterilized and injected into the original victim of the carbuncle.

Space forbids our entering into the dosage or technique involved in the opsonic treatment. This much we may state: Wright's method applies to infectious diseases only. Secondly, it is of no service unless the germs may be isolated. Perhaps the most satisfactory examples of cases amenable to the opsonic treatment are staphylococcal infections of the skin (acne, boils, carbuncles) and localized forms of tuberculosis (skin, glands, joints, and lupus). At present there are no commercial vaccines for the treatment of these diseases. Under Wright's method each case must undergo a special treatment; a separate vaccine must be made for each subject.

A Mentholated Cough Drop.

G. W. S.—Suppose you take the following formula for camphor cough drops, substituting menthol for the camphor. As to the quantity of menthol needed, you can determine this after a little experimentation. The saffron coloring could be omitted if you desire.

Dutch crushed sugar.....	14 pounds.
Cream of tartar.....	½ ounce.
Spirit of camphor.....	¼ ounce.
Tincture of capsicum.....	¼ ounce.
Water.....	2 quarts.
Saffron coloring.....	

Bring the sugar and water to a sharp boil, add the cream of tartar, and let the syrup boil up to a strong crack degree. Drop in enough saffron to make the batch a bright golden tint. Pour the mass on an oiled slab, add the camphor and capsicum, work them well through the sugar, and pass the latter through tablet rollers.

To make a brown cough drop, you might use the same formula, retaining the camphor, but omitting the saffron coloring. This will give you two cough drops of distinctive color and taste.

An Incompatible Prescription of Borax.

A. D. W. has asked us what reaction takes place in the following prescription:

Phenol.....	24 minims.
Sodium borate.....	1½ drachms.
Sodium bicarbonate.....	1½ drachms.
Glycerin.....	½ ounce.
Water, sufficient to make.....	8 ounces.

Mix.

In the presence of water, glycerin and borax unite to form sodium metaborate and boroglycerol. The boroglycerol reacts with water, forming glycerin and boric acid. The boric acid finally unites with the sodium bicarbonate, giving sodium borate with the evolution of free carbonic acid gas. This reaction is a familiar one. The mixture should be allowed to stand in the open for some time before dispensing. Otherwise the gas generated might blow the cork out, and possibly break the bottle.

A Simple Process for Determining the Percentage of Oil in Extract of Lemon or Orange.

W. M. W.—To assay extract of lemon or orange for the percentage of oil, proceed as follows: Procure a 100 Cc. round-bottom measuring flask with a long, graduated neck. Put in 20 cubic centimeters of extract and dilute to 100 cubic centimeters with water. Shake the flask at intervals. Finally

agitate the liquid, having inverted the flask to permit the oil to settle in the long, graduated neck. Then take the reading. Of course, care must be exercised to prevent any oil from adhering to the sides of the flask.

You might be able to improvise a suitable container for this assay by connecting a pipette with a round-bottom flask. However, we advise against any such procedure, as the process for making this assay requires reliable apparatus.

We are unable to give you a formula for elixir of iron succinate.

White Pine Syrup with Codeine.

E. W.—We do not publish the formulas of proprietary preparations. However, the following modification of an N. F. formula might serve your purpose:

White pine bark.....	65. Gm.
Wild cherry bark.....	85. Gm.
Spikenard root.....	10. Gm.
Balm of Gilead buds.....	10. Gm.
Sanguinaria root.....	8. Gm.
Sassafras bark.....	7. Gm.
Codeine sulphate.....	1. Gm.
Chloroform.....	6. Cc.
Sugar.....	750. Gm.
Alcohol,	
Water,	
Syrup (U. S. P.), of each a sufficient	
quantity to make.....	1000 Cc.

Reduce the vegetable drugs to a moderately coarse (No. 40) powder, moisten the powder with a menstruum composed of 1 volume of alcohol and 7 volumes of water, and macerate for twelve hours. Then percolate with the same menstruum until 500 Cc. (or 16 fluidounces) of tincture have been obtained, in which dissolve the sugar and the morphine sulphate. Lastly, add the chloroform and sufficient syrup to make 1000 Cc. (or 32 fluidounces), and strain.

A Tooth-wash.

J. D. A.—The following antiseptic tooth-wash will doubtless serve your purposes:

White Castile soap.....	135 grains.
Glycerin.....	2 fluidrachms.
Simple syrup.....	1 fluidounce.
Water.....	6½ fluidounces.
Alcohol.....	6½ fluidounces.
Tincture of cardamom.....	1 fluidrachm.
Tincture Canada snakeroot (1 to 16).....	1 fluidrachm.
Oil of peppermint.....	15 drops.
Oil of wintergreen.....	15 drops.
Oil of cloves.....	3 drops.
Oil of cassia.....	3 drops.
Solution of carmine, N. F., sufficient to color.	

Mix the soap, glycerin, syrup, and water, add the oils dissolved in the alcohol, then the remaining ingredients, let stand for a few days, and filter at low temperature, so as to avoid subsequent separation of the soap by reduction of temperature.

Cleaning Clothes by the Dry Process.

W. F. S.—We are unable to furnish you with a detailed description of the process known as dry cleaning. In a general way it consists of rubbing the clothes with gasoline, the idea being that a volatile liquid readily evaporates, leaving the clothes dry. Strictly speaking, the term "dry cleaning" is a misnomer, as various volatile solvents are used to remove the dirt. The details of the process are more or less of a trade secret, but you may be able to get further information in this regard from any dyer and cleaner.

Black Ink.

B. & B.—You might try the following formula:

Shellac, 4 ounces; borax, 2 ounces; water, 1 quart. Boil till dissolved, and add 2 ounces gum arabic dissolved in a little hot water; boil and add enough of a well-irritated mixture of equal parts of indigo and lampblack to produce the proper color; after standing several hours draw off and bottle.

A Palatable Emulsion of Creosotal.

A. B. W. desires a formula for a palatable emulsion of creosotal. It may be necessary for the reader to do some experimental work on his own part before he secures the most suitable combination. As a working basis, however, we submit the following formula:

Creosotal.....	2 drachms.
Gum acacia, powdered.....	3 ounces.
Oil of cassia.....	1 minim.
Oil of cloves.....	1 minim.
Oil of almonds.....	1 minim.
Oil of lemon.....	2 minims.
Glycerin.....	2 ounces.
Alcohol.....	½ ounce.
Syrup.....	3 ounces.
Water, a sufficient quantity to make.....	1 pint.

Beef, Iron, and Wine.

W. H. F. wants the best available formula for beef, iron, and wine. We recommend the following:

Extract of beef.....	512 grains.
Detannated sherry wine.....	26 ounces.
Alcohol.....	4 ounces.
Citrate of iron and ammonia.....	256 grains.
Simple syrup.....	12 ounces.
Tincture of orange.....	2 ounces.
Tincture of cardamom compound.....	1 ounce.
Citric acid.....	10 grains.
Water, enough to make.....	4 pints.

Let stand twenty-four hours, agitate frequently, and filter. See that the orange is fresh.

A formula for tincture of larkspur seed was published in this department of the May number of the BULLETIN.

Tasteless Castor Oil.

A. C. S.—You ask us to print a good working formula for a tasteless product of castor oil. We have printed innumerable formulas for this article, and I suggest that you consult the annual indexes in the December issues for several years past. You might also run over the cover indexes of the numbers so far published during the present year. Thus, an apparently good recipe was printed on page 172 of the April issue. See also article this month in the adjoining department of "Druggist's Specialties."

A Formula for an Animal Dip.

J. F. R. wants a good formula for a dip. A process for making a coal-tar disinfectant by saponifying creosote oil with caustic soda was printed in this department of the May number of the BULLETIN. Such a product might well be employed as a dip. A second preparation of service in this direction is Liquor Cresolis Compositus, U. S. P., eighth revision.

Exchanging Patents.

J. F. R.—Perhaps the best method of getting rid of unsalable patent medicines is to place yourself in correspondence with the Exchange Bureau which was established some months ago at the N. A. R. D. headquarters, 79 Dearborn Street, Chicago.

Freckle Paste.

J. H. M. wants a formula for a freckle paste. Try this one:

Flour of mustard.....	3 ounces.
Oil of almonds.....	½ fluidounce.
Lemon juice, sufficient to make a thick paste.	

Mix.

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THE MONTH'S HISTORY.

SINCE THE DECREE.

The Indianapolis decree, throwing overboard all the police plans of the N. A. R. D., has not resulted in the chaos and confusion which many people expected. Indeed, things seem to be running along in quite the usual way. The various local associations throughout the country are living up to their schedules as though nothing had happened, and in some instances we observe that new and higher schedules have even been adopted. The fact of it is, as we shall try to point out in an editorial on a succeeding page, there is very little probability that outbreaks of cutting will result from the freedom of action made possible by the Indianapolis decree. Druggists and other merchants have been taught that cut-throat methods are boomerangs,

while the public has lost the fascination for cut prices which it once cherished. At any rate, local schedules are still possible, since the decree affected interstate commerce only, and had no bearing whatever on what might be done entirely within the borders of any one State.

* * *

THE JOBBERS AND THE DECREE.

To be sure, jobbers and manufacturers are scarcely in position to refuse supplies to any dealer whose name has appeared on a black-list. For, while single houses may act alone and refuse to do business with whomsoever they choose, the burden of proof would rest upon them in any case where they denied goods to a listed retailer. The presumption in the eyes of the court would be that they were continuing to act in accordance with the combination and conspiracy declared illegal at Indianapolis. This point was made clear at a special meeting of the jobbers held last month in New York. Mr. Jayne, the special attorney of the N. W. D. A., touched upon this and other phases of the present situation in replying to numerous questions put to him by the audience. We may report in this connection that the meeting of the jobbers was held for the purpose of passing formal resolutions of compliance with the Indianapolis decree, and of releasing every manufacturer from contracts, agreements, or understandings declared by the decree to be illegal. The jobbers are inclined to insist, however, that their own "rebate plan" was not affected by the decree, but on this point there seems to be a considerable difference of opinion. The courts may have to settle the question ultimately.

* * *

THE CONTRACT PLAN.

As has frequently been pointed out since the Indianapolis decree was issued, the legality of the contract plan, when used by a single proprietor acting in his own interests alone, was not brought in question; and the N. A. R. D. has been hoping

all along that a number of patent-medicine proprietors would jump into the breach with new and independent contracts. So far we observe that this action has been taken by the Freeman Perfume Co., the Phenyto-Caffeine Co., and W. H. Hill & Co. The full-price rebate plan of the Cascaret people, in the meantime, still continues in force for the reason that it was not involved in the government suit: this plan was adopted before the N. A. R. D. was organized, and was in no sense the result of any concert of agreement between the Cascaret people and any association. The legality of the contract plan has been upheld again and again in both the Federal and the State courts. So far the only decision against it was that rendered by Judge Lurton, whose opinion was given on page 139 of the April BULLETIN. This was rendered in the Park case, and it is understood that an appeal has been taken, or will be taken, to the Supreme Court of the United States. The settlement of the question by the highest tribunal in the country will be eagerly awaited by the drug trade in all its branches.

* * *

POLICIES OF THE N. A. R. D.

It seems evident, however, that in the future the N. A. R. D. is going to depend more upon its own direct efforts than upon assistance rendered from any other quarter. Various plans to turn the organization into a coöperative concern of some sort are being considered, but so far nothing definite has been decided upon. The so-called "Chicago plan," that of creating a national buying and manufacturing club, seems not to be received with any particular favor outside of the Chicago Retail Druggists' Association. For one thing, it is held that such a scheme would necessarily involve the establishment of branch houses throughout the country, and this is looked upon as being expensive and impracticable. Another proposition, now believed to be under consideration by the Executive Committee, involves the adoption of coöperative fire insurance of some sort. An amalgamation with the American Druggists' Fire Insurance Co. is one of the possibilities. In a recent number of "N. A. R. D. Notes" it was pointed out that coöperative insurance carried on by the National Retail Lumbermen's Association had reduced the cost of protection to the members a fraction over 71 per cent. In the same issue it was declared that "some N. A. R. D.

men favor the creation of a Department of Insurance, to be placed in charge of a fire insurance expert and directed from national headquarters."

* * *

THE NEW POISON LAW IN NEW YORK.

In this department of the BULLETIN last month we mistakenly stated that the Whitney bill, which had then just passed the New York legislature, was practically identical with another bill, also in the hands of the governor, in restricting the sale of cocaine, eucaïne, and their salts. We represented the case as one in which the governor would have to select which particular bill he would favor with his approval. We now find that the Whitney measure, during the last days of its history in the legislature, was so amended as not to contain any of the features of the other bill—the anti-cocaine draft. It was transformed into a poison law which provides that the poisons named in Schedules A and B of the pharmacy act must never be sold except when the label bears the word "Poison" and the name and place of business of the seller printed in red ink, together with the name of the substance itself printed or written on the label in legible characters. Schedule A of the pharmacy act is also made to contain the names of two poisons formerly printed in Schedule B—corrosive sublimate and chloral hydrate. Incidentally we may point out that methyl alcohol, placed in Schedule B last year by a special enactment, must now bear a red poison label when sold by the druggist. Ere this number of the BULLETIN reaches its readers Governor Hughes will doubtless have signed both the Whitney poison law and the cocaine measure.

* * *

AN ANTI-SUBSTITUTION LAW.

For several years efforts have been made by physicians and others to cause the enactment of an anti-substitution law in New York State. The druggists of the State have always succeeded in shelving the measure until this year. Within recent weeks a bill has been passed with the following paragraph as its leading feature:

Any person who, in putting up any drug or medicine or food or preparation used in medical practice, or making up any prescription or filling any order for drugs, medicines, food or preparation, puts any untrue label, stamp or other designation of contents upon any box, bottle or other package containing a drug, medicine, food or preparation used in medical practice, or substitutes, or dispenses a different article for, or in lieu of, any article prescribed, ordered or demanded, or puts

up a greater or less quantity of any ingredient specified in any such prescription order or demand by substituting one drug for another, is guilty of a misdemeanor; provided, however, that, except in the case of physicians' prescriptions, nothing herein contained shall be deemed or construed to prevent or impair or in any manner affect the right of an apothecary, druggist, pharmacist or other person to recommend the purchase of an article other than that ordered, required or demanded, but of a similar nature, or to sell such other article in place or in lieu of an article ordered, required or demanded, with the knowledge and consent of the purchaser.

A second conviction under this law will involve an imprisonment of not less than ten days nor more than a year, and the payment also of a fine ranging between ten and five hundred dollars. Upon a third conviction the culprit "shall forfeit any right which he may possess to engage in the business of an apothecary, pharmacist, or druggist." This bill originally included the following clause: "wilfully, neglectfully, or ignorantly omits to label," but this the druggists succeeded in having eliminated.

* * *

POLITICS IN PHARMACY.

This reference to recent laws enacted in New York State suggests the observation that New York is a perfect hot-bed of legislative experiments in and attacks on pharmacy. The druggists of the State have their hands full every year in securing desirable laws and in opposing undesirable ones. Scarcely a year goes by that twenty-five or thirty bills of one kind or another are not introduced in the legislature. In order to handle the subject effectively, a conference committee has recently been discussing ways and means of creating an organization to look after legislative matters. The senate of the State of New York is composed of fifty members. It is proposed that the senatorial districts be made the basis of organization for a general legislative committee, and that in each of these senatorial districts a leader be appointed by the president of the State association, who will be responsible both for the membership of all pharmacists in his district and for a proper exercise of the influence of these members upon the individual senators and members of the Assembly residing in their respective districts. This district leadership is the basis upon which has been built up the political machines which are so effective in both State and municipal politics. An application of the same methods, in so far as they do not involve any questionable procedures, should certainly give somewhat similar results in pharmaceutical organization.

ENTERPRISE OF THE COLLEGES.

The food and drug legislation recently enacted by the Federal and the State governments has created a considerable demand for trained chemists and inspectors. Our schools and colleges of pharmacy have shown commendable enterprise in the establishment of special courses designed to supply this need. Reference has already been made in this department of the BULLETIN to the prompt action taken by the New York and the Philadelphia colleges, the latter going so far, indeed, as to plan the immediate construction of a \$25,000 building. We observe that a number of additional colleges throughout the country have followed suit. It would be impossible to mention them all, but we are able to recall offhand the names of the Cleveland College of Pharmacy, the Northwestern School of Pharmacy, and the Massachusetts College of Pharmacy of Boston. The Department of Pharmacy of the University of Wisconsin, we find, has been giving courses in food and drug chemistry for some time. Dr. Richard Fischer, who is the Professor of Theory and Practice of Pharmacy in the department, is also Chemist to the State Food and Dairy Commission—a connection which enables Dr. Fischer to understand the requirements of the situation thoroughly.

* * *

THE FIRE INSURANCE COMPANY.

The American Druggists' Fire Insurance Co. is apparently meeting with considerable success. Up to the first of last month the company had written \$639,350 of insurance, at a premium of \$8622.50. Only two losses had been experienced during that time, and they had amounted respectively to \$378.72 and \$442.52. At a recent meeting of the Executive Committee it was decided to proceed immediately with securing subscriptions for the second hundred thousand dollars of the stock, so that the capitalization would be increased to two hundred thousand dollars. The stock has a par value of \$25, but will be sold at a premium of \$5 a share. It will be offered to retail druggists exclusively, and there will be a limit of twenty shares to each purchaser. In a previous paragraph this month we have referred to the possibility of an affiliation between the company and the N. A. R. D. At any rate, it seems quite likely that the N. A. R. D. will undertake some form of coöperative insurance. The headquarters of the A. D. F. I. company are located in Cincinnati, Ohio.

BLACK SHEEP IN PHARMACY.

Black sheep are to be found everywhere—in every association, in every class in the community, and perhaps even in every family. Pharmacy must expect its fair proportion of this variety of the genus sheep. Such a philosophic view of the case, however, does not prevent us from feeling indignant when a small minority of sinners in the drug business perform acts which tend to bring the entire calling into disgrace. Witness this paragraph from a recent message of Mayor Ellis, of Grand Rapids, Mich., to the city council of aldermen:

Without paying one cent for city license, many drug stores sell more liquor than regular saloons and pay no attention to Sundays or holidays. When an objection is raised to saloons it can usually be traced to the corner drug store, which desires to do a saloon business without cost or restrictions. The police should enforce the laws, and this council should place a license on all drug stores doing a retail liquor business, not only in justice to the men who pay large licenses to sell liquor, but as a return to the city for the extra trouble they make the police. If it were not for the illegal drug stores and pool rooms where boys congregate, the outlying districts would not be asking for more policemen.

Isn't it humiliating when a few druggists, lacking moral sense, cause an attack of this sort to be made against every druggist in the city?

* * *

THREE NEW DOCTORS IN PHARMACY.

The University of Maryland, with which the Maryland College of Pharmacy is now affiliated as a department, celebrated its centennial last month. Many prominent men were in attendance. Cardinal Gibbons led the large audience in prayer. Governor Warfield made a brief address, while the oration of the day was delivered by Francis L. Patton, principal of the Princeton Theological Seminary. Dr. G. Stanley Hall, president of Clark University, was also one of the speakers. No fewer than 237 students received degrees in the various departments, and the graduates from the Department of Pharmacy received theirs with the others. Honorary degrees of Doctor of Pharmacy were conferred upon Charles E. Dohme, Henry P. Hynson, and J. F. Hancock, all well-known members of the American Pharmaceutical Association. Incidentally we cannot resist remarking that Mr. Hynson, who has for some years been a conspicuous advocate of the doctorate degree in pharmacy, may now be called "Dr. Hynson" with entire propriety!

A JOBBING MERGER.

"The Minneapolis Drug Co." is the name of a new corporation formed last month by merging the wholesale drug businesses of the Eliel-Jerman and the Kennedy-Andrews concerns, together with the jobbing cigar business of Winecke & Doerr. The new company will occupy the building formerly used by the Eliel-Jerman house at First Avenue N. and Third Street. J. C. Eliel and H. H. Eliel, while retaining a large interest in the new company, will be connected with it in advisory capacities only. It is reported that the management of the business will be in the hands of John T. Kennedy, Henry Doerr, Sewall D. Andrews, and E. A. Fuge. C. A. Jerman has retired. Several jobbing mergers have been effected within the last few years, from which it appears quite evident that consolidation is the order of the day in the wholesale drug trade. Competition has become so keen, and profits so reduced, as to compel combination in the interests of economy and efficiency.

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ANTI-NARCOTIC CONDITIONS IN MARYLAND.

The anti-narcotic law of Maryland was discussed at considerable length at a recent meeting of the Baltimore Branch of the A. Ph. A. State Attorney Owens reported that 39 cases had been prosecuted during the year or more in which the law had been in force. Convictions had followed in 26 instances; six men had been acquitted; and the remaining seven cases were still pending. Dr. Rush Dunton, speaking for the medical fraternity, expressed the opinion that the present law was in some respects defective, particularly in allowing the sale of paregoric and laudanum without a prescription. Miss La Mott, a nurse, said she had found that most of the lower classes who used cocaine obtained it from peddlers, and she therefore believed that physicians, pharmacists, and nurses were not so responsible for the spread of the narcotic evil as the wholesale druggists who furnish the peddlers with their supplies.

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WORTH THINKING ABOUT.

About the time this number of the BULLETIN is being read by its subscribers, the Ohio Pharmaceutical Association will be holding its annual meeting at Cedar Point on Lake Erie. The convention is scheduled for the 9th, 10th, 11th, and 12th of the month, with headquarters at the Breakers'

Hotel. Some discussion will doubtless be had over the proposal to have a joint meeting next year of the State associations of Ohio, Indiana, Kentucky, and West Virginia. It has been suggested that this joint meeting be held at Cedar Point also, in view of the decided attractions of the place. The proposition strikes us with considerable favor, and we are wondering why the Michigan association might not be included in the family, in view of the convenience of the meeting point for druggists in this State? It is worth thinking about during the next few months.

* * *

A SUGGESTION FOR THE ASSOCIATIONS.

Last year, at several of the meetings of the State associations, it was suggested that an inspector be employed by the State Board of Pharmacy for the purpose of achieving a more thorough enforcement of the pharmacy law. The Georgia and Pennsylvania Associations were among those which expressed opinions of this kind, and the proposition was made in Georgia chiefly with the object of doing away with the "blind pigs" which seem to flourish in certain sections of that State in violation of both the pharmacy and the liquor laws. During this month many of the State associations throughout the country will be holding their meetings, and we suggest that the topic mentioned in this paragraph be made the subject of consideration. It is worth thinking about.

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THE "NEW ECONOMIC ORDER."

"The Consolidated Drug Stores Company" has recently been organized in Boston for the purpose of "establishing a chain of from ten to fifteen drug stores throughout the Eastern States." There is a capital stock of \$100,000 divided into shares of \$5 each. Meanwhile we observe that the William B. Riker & Sons Co., of New York City, which has recently purchased the five stores in Boston of the Jaynes Drug Co., has established an additional store in New York at 13-15 West 34th Street. It is rumored that an annual rental of \$43,000 is to be paid for this store, which will be 40 feet in width and 125 feet in depth.

* * *

Jacob Diner and Peter Diamond, two of the three candidates for election to the Eastern Branch of the State Board of Pharmacy in New York, retired from the race in favor of Mr. Bigelow, who was duly

reelected to membership last month. In Buffalo, Samuel A. Grove was reelected a member of the Western Branch of the Board, defeating R. K. Smither by a vote of 176 to 79.

* * *

Charles H. La Wall, a member of the faculty of the Philadelphia College of Pharmacy, and chemist to the State Dairy and Food Department, was married last month to Miss Millicent S. Renshaw. Since graduating from the P. C. P. in 1904, Miss Renshaw had been acting as assistant to Professor Remington in his work on the Pharmacopœia and other books.

* * *

The various branches of the A. Ph. A. are discussing what form of reorganization should be adopted at the annual meeting of the parent body in New York during early September. Meanwhile interest has been created by an excellent paper on the subject read by Henry P. Hynson before the Philadelphia branch some time ago.

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"The First National Drug Trade Show of America" will be held from September 7 to 21 in the Chicago Casino. The N. A. R. D. meeting opens in Chicago on the 16th of September.

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The Detroit School of Pharmacy and Chemistry has become a part of the educational institute of the Y. M. C. A. of the city. Prof. W. H. Allen will continue in charge of the school.

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The Michigan Pharmaceutical Association and the Michigan Pharmaceutical Travelers' Auxiliary will meet July 30 and 31 at Bay City. A large attendance is expected and desired.

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Mr. E. C. Goetting has retired from the editorship of the *Apotheker-Zeitung*, and Dr. W. C. Alpers has been chosen to succeed him.

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D. O. Haynes, publisher of the *Pharmaceutical Era*, sailed for Europe with his family last month and will be gone some time.

EDITORIAL.

THE NATIONAL ASSOCIATION OF BOARDS.

Mr. Ogier's pungent criticism of the National Association of Boards of Pharmacy in this issue of the *BULLETIN* will be read with interest. We do not find ourselves in agreement with Mr. Ogier at every point, but this is no reason why we should not lay his views before our readers. The *BULLETIN*, among other things, is a Pharmaceutical Forum for the discussion of vital questions, and the audience should be afforded the privilege of reaching its own decisions after hearing different and opposing opinions.

We do not feel that the N. A. B. P. has lived its three or four years of life in vain. To be sure, it has not yet accomplished any definite reform. It started out with reciprocal registration as one of its chief objects, and it has done little to achieve it. But reciprocal registration must be based upon uniform legislation, uniform examinations, and uniform registration requirements: otherwise harm rather than good would be the result. These things cannot be attained in a trice. A conviction that they are necessary must first be driven home, and this inevitably means a preliminary period of education.

All reforms, indeed, must be preceded by a shorter or longer siege of discussion and enlightenment. The Conference of Pharmaceutical Faculties, which, like the Association of Boards, is an auxiliary of the American Pharmaceutical Association, was in existence for several years before it was able "to do anything," and it has not even yet accomplished very much. But the seed has been sown, and there have been evidences during the last year or two that the harvest was gradually appearing in sight. Meanwhile there have been declarations, within as well as without the conference, that the results were *nil*, and it has been suggested more than once that the conference had better fold its tent and steal silently away into the desert whence it came.

Personally we are full of hope that the Conference of Faculties and the Association of Boards will in time work together for the accomplishment of that rational and uniform advance in educational, legislative, and registrational requirements upon which the future of the calling is largely conditioned. It is true that last year at Indianapolis the Boards resented what they mistakenly thought was a scheme

of the Faculties to steal and carry them off. It is also true that the Boards seriously considered cutting loose, not only from all coöperation with the Faculties, but from the A. Ph. A. as well, even going so far as to suggest that future meetings be held at a time and place apart from the parent association. In both instances they were vitally wrong, of course, and we need scarcely say that the success of the Association of Boards depends largely and almost entirely upon coöperation with the other agencies grouped about the A. Ph. A.

That the Boards will grow to realize this fundamental truth, and that they will in time learn to consult in a friendly manner with the Faculties, even though they cannot always grant everything the Faculties want, we do not doubt. Neither do we doubt that the Boards, given sufficient time to educate both themselves and others as to the needs of the situation, will gradually achieve the reforms which are certainly in need of accomplishment. In the meantime Mr. Ogier's suggestions regarding the appointment and duties of a permanent secretary will be found very suggestive.

AN INTERESTING THEORY REGARDING ALKALOIDS.

The study of the formation and function of alkaloids in the plant is a most interesting one. While several theories have been advanced to explain the growth of vegetable alkaloids, the belief prevails at present that these chemical bodies are the result of the decomposition of still more complex substances. The alkaloids exist in the plant together with many other organic bodies, but, unlike the latter, they are stable enough to resist the metabolism or chemical change which is always going on in plant life.

It is of singular interest that alkaloids, though vegetable in origin, have a chemical structure similar to that of urea, uric acid, and the bile pigments of animals. Both have a nitrogen base. Hence we naturally infer that the alkaloids are to plants what urea and uric acid are to animals—that is, they are excretory or waste products, and when present in excess they are essentially pathological. In the cultivation of the cinchona tree, for example, the alkaloidal content of the bark is increased by altering the normal condition of the plant. This is done by excluding light from the bark by covering it

with leaves and moss, and also by stripping off the bark in alternate layers.

But while the physiology of animals will permit the excretion of waste products, the organs of elimination in trees or shrubs are very imperfect. Hence plants are unable to throw off their alkaloids; they store them up in peripheral parts, such as the fruits and roots, where they can do little harm to the organism; at the same time, localized in this position, they protect the plant against offending animals by poisoning them.

Another way by which a plant may protect itself against injurious substances which it cannot eliminate, is so to alter the latter that in their changed condition they may be either less injurious or more easily eliminated. This it does by oxidation and synthesis. Alkaloids probably represent an end-reaction of a series of chemical changes by which substances which are very dangerous to the life of a plant have been converted into a tolerable form. This is true of both vegetable and animal alkaloids.

Reverting to the statement that alkaloids are probably the result of abnormal or pathological conditions in the plant, it is a striking fact that, though themselves caused by disease, they are used in the treatment of disease with beneficent power. This is one of Nature's surprising paradoxes.

IS CUTTING A THING OF THE PAST?

In an article describing the million-dollar retail drug business of George B. Evans in Philadelphia, published elsewhere in the present issue of the *BULLETIN*, this experienced and successful pharmacist is quoted as believing that cut-rates have had their day. More than ordinary heed may be given his statement. Mr. Evans, let it be understood, got his start in the drug business by adopting cut-rate methods; for a quarter of a century he has experimented with one plan after another to bring customers to his stores and keep them; and there can be little doubt that he knows the peculiarities of the purchasing public from long experience.

He believes it would be impossible at the present day to repeat his achievement of a generation ago and build up a large business as the result of cut-rate offerings. People have grown wise. They have learned that a low price on one article usually means a correspondingly high price on something else, and that Peter is being robbed to pay Paul. Or, where this is not the case, they have gotten sus-

picious of the character and quality of drugs sold at low prices, and have developed a hesitancy to have prescriptions dispensed at cut-rate emporiums.

This gradual change in the public pulse has been noted by Mr. Evans, shrewd and resourceful merchant that he is, and he has not been slow to make corresponding changes in his methods. To-day George B. Evans is certainly not a cutter. It will be seen from the article to which we have already referred that he gets good prices for prescriptions—realizing a profit of from 50 to 100 per cent on the material used, and charging a dollar an hour for the dispenser's time. Drugs and miscellaneous supplies are made to yield good returns, and advertising emphasis is placed, not upon prices, but upon quality and assortment. "Get it at Evans's" is the slogan—not "Come to Evans and save money."

With patent medicines, it is true, Mr. Evans occasionally requests the P. A. R. D. to establish a lower price than it had in mind, but he abides by the schedule faithfully once it is drawn up and adopted, and to-day his prices on certain patents will be found higher than those of Loder and one or two other Philadelphia dealers.

If Mr. Evans's observation is correct, that cutting for the most part is a thing of the past, it should be accepted with gratification just at this time, when the N. A. R. D. has found it necessary to abandon its machinery for the prevention of cutting. A full acceptance of his views would lead one to believe that, even with all restraints cast aside, the old reign of cut-throat methods will not be re-established; and, indeed, it is a simple fact of history that cutting has nowhere broken out since the Indianapolis decision.

CUTTING A POLICY OF MUTUAL EXTERMINATION.

There is still another reason why, in addition to that given in the preceding editorial, the future will see fewer outbreaks of cutting in all lines of trade than the past has witnessed. Merchants themselves have grown wiser. They have seen that cut-throat practices, far from benefiting the initiator, hurt both him and his competitors when all of them play the same game, as they are sure to do to prevent one another from gaining any advantage.

In the last analysis it is a policy of mutual extermination—and American business men have grown weary of exterminating themselves. As a consequence we have reached a period when trade

agreements and understandings prevail in every branch of industry and commerce—some of them secret, some of them open.

Prophesy is an exceedingly unsafe thing to indulge in liberally—unsafe for one's reputation. We are not going to predict that no outbreaks of cutting will follow the Indianapolis decision. And yet, for the reasons sketched in the foregoing paragraphs, we are inclined to believe that no outbreaks of any consequence will develop. Then, too, it must be realized that the N. A. R. D. has done its work well. Its great triumph has not rested in the elaboration of one plan or another for the prevention of cutting, but in the development of that spirit of "live and let live" which has shown the druggists of America that their interests are mutual, that they are members of a common brotherhood, that in helping others they help themselves, and that in improving the welfare of the calling at large they are exhibiting that higher selfishness which in the end yields the greatest measure of benefit to the individual.

The work of the N. A. R. D. has not been in vain because this plan or that has been cast aside. Far from it. Druggists have been taught to work together, and we should be very much surprised if they turned their backs on their teachers now and returned to the selfish and short-sighted methods of a decade ago.

THE OBSERVER'S COLUMN.

The Observer sometimes wishes he were back in the retail drug business again. It makes his heart ache to see fine chances for building up a nice trade thrown away, as they sometimes are, and he frequently has an itching desire to take a store and show what could be done with it.

Is this an egotistic statement? Well, perhaps it is, but why not confess the truth honestly?

There is one store in particular which the Observer would like nothing better than to assume the control and management of for a year. Just a year—that's all he'd ask. It's a handsome pharmacy—one of the neatest the Observer has ever seen. It is bright and fresh in appearance. Everything is well ordered. The stock is well displayed. The fixtures are new and pleasing, and the atmosphere of the whole store radiates cheer and cleanliness.

Now this store is located at the juncture of two of the best residence streets in the city—not in Detroit, by the way, for the Observer doesn't dare play with fire by criticizing his Detroit brethren. Both streets are thickly occupied by people with good incomes, and the Observer may add that the locality for at least half a mile in every direction is of the same general character.

What an opportunity!

But the Observer's friend, the proprietor, has done nothing to catch all this trade beyond making his store attractive and giving it a good location on a prominent corner. At this point you are probably asking: "What would the Observer do if he were given a chance to experiment with this establishment?"

Well, he would bend his wits and his energies to the task of getting everybody within half a mile or a mile of the store to send to him for their supplies of drugs and allied goods. Most of the trade goes down-town now. The man of the house finds it easier to drop into a store near the office than to walk three or four blocks in the evening when he is tired out from a hard day's work. And the woman of the house, down-town on a general shopping tour, includes her drug purchases among her other wants for much the same reason.

The Observer would seek chiefly to overcome this condition of things by developing a telephone-order trade. He would educate people to "call him up" whenever they wanted anything in his line. He would send them good advertising matter at intervals—booklets, circulars, or, perhaps best and certainly cheapest of all, postals or mailing cards whenever they wanted anything in his line. He would let them know that he was in business, that he was alive, that he was anxious to have their trade, and that he deserved to have it. And then he would employ one or more bright boys with bicycles, and he would deliver goods promptly and efficiently.

Still other things could be done to corral the trade of this locality—but the Observer doesn't need to go into the details *ad infinitum*. Suffice it to say, he would not rest until he had done everything he could to have the orders come his way instead of go down street or even to more convenient pharmacies in the neighborhood. He would get busy and stay busy until this problem was solved.

PROFITS AND EARNINGS.

A PROFITABLE BUSINESS IN CANADA.

We have received an annual business statement from a Canadian druggist which is quite unusual in the degree of profit which it exhibits. If all of our pharmaceutical cousins across the border do as well as this particular druggist, we congratulate them upon the conditions in the Dominion.

To the Editor:

I have been very much interested in the business statements of druggists which you are publishing every month in the BULLETIN. I enclose my statement for 1905 and 6, since the time of the year has not yet arrived when I can make my calculations for 1906 and 7:

Cash sales and receipts from book accounts...	\$10,066.60
Outstanding book accounts.....	180.00

Total sales	\$10,246.60
Inventory 1905	\$3,203.12
Net cost of purchases.....	6,149.46

	\$9,352.58
Inventory 1906	3,994.59

	\$5,357.99
Expenses	2,400.63

7,758.62

Total net profits	\$ 2,487.98
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Some things about this statement need explanation:

1. The estimate of \$180 for unpaid book accounts was made after a deduction of 25 per cent for accounts that are possibly bad and may never be collected, the total figures being \$240.

2. A similar depreciation was made in estimating the value of the fixtures in the inventory statement for 1906. Ten per cent was written off, although the fixtures are nearly new.

3. The expense account includes the proprietor's salary (\$900), clerk hire, heating, lighting, telephone, taxes, insurance, rent, advertising, and incidental expenses. There is not included, however, the interest charges of 6 per cent on money borrowed to enable me to take advantage of cash discounts of 5 per cent for thirty days. These discounts amounted during the year to \$240. I deducted this from the total purchases, leaving \$6149.46 net.

CANADIAN DRUGGIST.

Before we offer any comment on the foregoing statement, we shall need to make one or two corrections in the interests of accuracy. "Canadian Druggist" adds both his outstanding book accounts, as well as all payments of book accounts, to his sales for the year. He must have started the year, however, with as much on his books as he ended

up with, so that he is giving himself credit to this extent for sales of the year previous. Assuming this to be the fact, we may simply dismiss the estimate of \$180 for the outstanding debtors' accounts, and consider the sales for the year to have been \$10,066.60.

Then, again, "Canadian Druggist" gives himself credit in the statement for the \$240 which he has saved in cash discounts, but nowhere does he make any deduction for the interest charges of 6 per cent on money which he borrowed so that he might take advantage of these discounts. He acted wisely, of course, in borrowing money for this purpose, but he should have charged up the cost of interest in his statement. Let us assume this to be \$100, say, and make the necessary deductions later on in the analysis of the statement.

In striving to arrive at the percentage of expense and the percentage of gross profit attained by "Canadian Druggist," we may figure the thing out as follows: The total net cost of the purchases was \$6149.46; add to this the \$100 involved in the payment of interest on money borrowed for taking advantage of the cash discounts, and we have a total of \$6249.46. The inventory statements for the two years meanwhile show that the stock increased to the extent of \$791.47; goods of this value, therefore, were not sold again over the counter, but went into the permanent stock. Deducting the amount from the total cost of purchases, we find that the goods sold during the year involved an expenditure of \$5457.99. They brought \$10,066.60, and the gross profits were therefore \$4608.61. Dividing the gross profits by the sales, we find that the former amounted to 45.7 per cent.

What were the expenses meanwhile? Well, they amounted in the total to \$2400.63. Dividing these figures by the sales of \$10,066.60, we find a percentage expense of 23.8—practically 24. Thus "Canadian Druggist" had a percentage expense of 24, a percentage of gross profit of nearly 46, and a percentage of net profit of 22.

Certainly this is a remarkable exhibit. A net profit of 10 or 12 per cent is about the average, while 15 per cent is usually considered pretty good. For a \$10,000 business, "Canadian Druggist" has done quite well to cut his expenses down to 24 per cent, while gross profits of 46 per cent are certainly unusual. There are not many localities that will yield this percentage of profit.

What was "Canadian Druggist's" entire income

from the business? His statement indicates net profits of \$2487.98, and to these should be added his salary of \$900, making a total of \$3387.98. Deducting the \$100 of interest charges, previously mentioned in this commentary, we have total earnings of \$3287.98.

This is certainly a handsome income from a \$10,000 business.

There are three things about "Canadian Druggist's" statement which please us: (1) He has taken advantage of his cash discounts, even though he had to borrow money for the purpose; (2) he has been careful to take annual inventories, which in his case showed that he was \$791.47 better off than he would otherwise have realized; and (3) he has written off something for depreciation in both book accounts and fixtures—25 per cent in the former case, and 10 per cent in the latter. It is by expedients of this kind that a druggist realizes exactly where he stands, without deceiving himself in any particular. And no druggist can do business intelligently unless he is in possession of such information.

PERSONAL.

F. W. BUESCHER.

Mr. Buescher, as president this year of the Travelers' Auxiliary of the New York State Pharmaceutical Association, had much to do with making



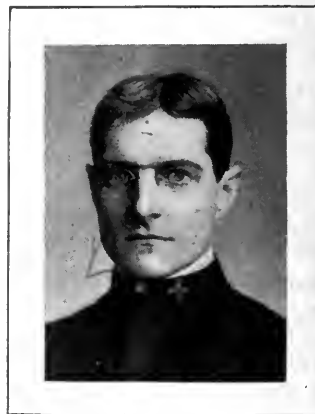
F. W. BUESCHER.

the preparations for the annual meetings of the two bodies, held late last month at Thousand Island Park. As in other States, the Travelers' Auxiliary is largely vested with the responsibility

of getting up the entertainment features of the convention. Mr. Buescher is well known as the resident manager in Buffalo of Parke, Davis & Co. He has been with this house for a considerable period of years, and previously, during early life, was drug clerk and manager in a number of prominent pharmacies in Minneapolis and Chicago. He has in abundant measure the affable address and the diplomatic manner which the representatives of great commercial houses need no less than the representatives of the government. Mr. Buescher is well and favorably known, not only to the druggists of Buffalo, but to those quite generally throughout the State of New York, and wherever he is known he is liked and respected.

RETIRED FROM THE NAVAL SERVICE.

Frederick T. Gordon, for seventeen years an apothecary in the United States Navy, has been retired on three-quarters' pay, and has accepted a position with the Lamar & Rankin Drug Co. in



FREDERICK T. GORDON.

Atlanta. Mr. Gordon was for a considerable period stationed at the League Island Navy Yard in Philadelphia, but for the last few years has been doing special work in Washington in the designing of hospital quarters for the navy. On a number of occasions he has been a delegate from the Navy Department to the American Pharmaceutical Association, and his straight and neatly-uniformed figure has become well known to the regular attendants of the annual meetings of this organization. Exceedingly desirous that the pharmacists in the navy should be given the rank and pay which they deserve as educated and skilled men, Mr. Gordon has spent a great deal of energy and time

in striving to secure the enactment of legislation looking towards this end. Not long since Mr. Gordon was unfortunate enough to receive injuries in a bicycle accident, but we learn that he is recovering successfully.

A DRUGGIST TURNED INTO A GLOBE TROTTER.

On the first of last month George W. Voss, the well-known druggist of Cleveland, sailed from New York on one of the North German Lloyd steamers, in charge of a "personally conducted" group of



GEO. W. VOSS.

tourists. Mr. Voss has evidently found something more to his liking than the drug business. During the last few years he has gone abroad with one or more parties every season, and the habit seems to be fixing itself upon him more and more strongly with the passage of time. We observe from Mr. Voss's booklet, sent out a month or two ago, that there are no fewer than four Voss tours this year, from which statement it will appear that one Cleveland druggist will be kept quite busy in dancing through Europe during the next few months.

Mr. Voss has been a prominent figure in Ohio pharmacy for many years. He has filled several offices in the State association. He has been a member of the State Board of Pharmacy until recently, when he resigned for the reason that his foreign trips in the summer made it impracticable

for him to perform his duties on the board properly. The same reason was given not long since for withdrawing from the treasurership of the Northern Ohio Pharmaceutical Association in Cleveland. On the latter occasion the numerous friends of Mr. Voss could not see him retire without some expression of esteem and regret, and a testimonial was presented amid fitting ceremonies.

ANOTHER PHARMACIST ABROAD THIS SUMMER.

In the foregoing article we have referred to the presence of George W. Voss in Europe this summer, conducting several parties of tourists through England, France, Germany, Italy, and other countries. We observe now that another well-known American druggist is spending some months abroad this year. William H. Rogers, of Middletown, New York, accompanied by Mrs. Rogers, sailed on the *Friedrich der Grosse* a few weeks ago, intending to make a trip through Italy, Southern France, and



* WILLIAM H. ROGERS.

Switzerland. A committee from the Kings County Pharmaceutical Society bade the travelers farewell at the pier. A generous basket of fruit was presented to them, and it was accompanied by handsomely-engrossed resolutions conveying the society's best wishes.

Mr. Rogers has always been a conspicuous figure in the pharmaceutical affairs of New York State. If we mistake not, he is an ex-president of the New York association. At one time he played a more or less prominent part also in the American Pharmaceutical Association, serving as a member of the

Council and perhaps in other capacities as well. A man of unflinching honesty, a good speaker, an earnest fighter for the right, Mr. Rogers has always been in the thick of the frays which have been waged in New York State for the betterment of pharmacy. Fred S. Rogers, a son, associated in business with his father in Middletown, is president of the N. Y. S. P. A. this year, and the Rogers talent has apparently descended upon the second generation in full measure.

PROFESSOR RUDDIMAN RECEIVES A GOVERNMENT APPOINTMENT.

Prof. E. A. Ruddiman, well known as a member of the faculty of the School of Pharmacy of Vanderbilt University in Nashville, has been made one



PROF. E. A. RUDDIMAN.

of the food and drug chemists in the government service. The "Board of Food and Drug Inspection," with Dr. Wiley at the head, was created two or three months ago; a considerable number of chemists have been appointed and will be stationed at different posts throughout the country; competent inspectors are likewise being secured as fast as possible, and it is quite evident that the government is developing the machinery for the enforcement of the food and drugs act as rapidly and as efficiently as possible.

Professor Ruddiman is an alumnus of the School of Pharmacy of the University of Michigan. He also holds the M.D. degree. A regular attendant upon the meetings of the American Pharmaceutical Association, he is well known to the members of that organization. He is the author of two useful text and reference books: "Whys in Pharmacy" and "Incompatibilities in Prescriptions," both being

published in New York by John Wiley & Sons. The former book was contributed as a serial to the BULLETIN OF PHARMACY two or three years ago.

Professor Ruddiman will retain his position in Vanderbilt and will do such work as may be assigned to the Nashville district. He was one of thirty applicants who took the civil service examination for Chief Food and Drug Inspector in February, and one of ten who secured the required marking. When he found, however, that if made Chief Inspector he would have to leave Vanderbilt, he announced that he would feel constrained to stay where he was. The appointment of chemist was thereupon given him.

A TEXAS PHARMACIST.

B. F. Hewson, of Orange, Texas, is one of the most successful druggists in the State. His store is a very popular one, and it enjoys a large patronage from the physicians of the vicinity. Two years



B. F. HEWSON.

ago, when there was an outbreak of typhoid fever in Orange, Mr. Hewson was kept busy in ordering and distributing supplies for the doctors. Our picture of Mr. Hewson indicates that he shares the Texan's liking for a good horse.

Dr. A. J. Gardner, a druggist of Grand Rapids, Ohio, and a contributor of various letters and Camp-fire sketches to the BULLETIN OF PHARMACY, died last month at the age of 80. Dr. Gardner had been in business in Grand Rapids since 1860. In earlier days his store was the only one within forty miles.

A MILLION DOLLARS A YEAR.

The Five Stores of Geo. B. Evans in Philadelphia—Annual Sales of Over \$500,000 in the Headquarters Store Alone—History and Personality of the Proprietor—Interesting and Suggestive Features of the Business.

By HARRY B. MASON.

I suppose the three largest retail drug businesses in the country are those of the Hegeman Corporation in New York, the William B. Riker & Sons Co. in New York and Boston, and George B. Evans in Philadelphia. The operations of the first two have already been described in the BULLETIN.* I am now faced with the very difficult task of conveying an idea of the history and character of the Evans business in Philadelphia.

SOME SURPRISING FACTS AND FIGURES.

Would the reader like a few surprising figures to begin with? Well, in the first place, there are five of the Evans stores, and the total annual sales exceed a million dollars. About half of this enormous volume of business is transacted in the headquarters store at 1104-6 Chestnut Street. The large trade which Evans enjoys in the sale of side lines and sundries causes his December sales to double those of any other month, and last December nearly two hundred thousand dollars was taken in over the counter in the five stores.

Here are some more figures and facts: \$250,000 is invested in the stock, apart from the money tied up in fixtures. There are 250 people in the headquarters store alone, and 500 or 600 in the Evans employ altogether. In addition to the five stores, a large building at 219 North Tenth Street is utilized for laboratory purposes—partly for the preparation of pharmaceutical and toilet products, but more particularly for the manufacture of candy and soda supplies. Evans makes nearly all his own candy and sells enormous quantities of it. During last November, and in the main store alone, 15,000 pounds of candy were sold. His soda trade is very great also, and scrupulous care is taken to have every syrup and product used at the fountain of the very purest and most delicious character. In the basement of the headquarters store is a large re-

frigerator-room used exclusively for keeping the soda syrups which are sent over daily or very frequently from the laboratory.

THE FIVE STORES.

I have already stated that the headquarters store is located at 1104-6 Chestnut Street. The others are to be found at 1012 Market Street, 8th and Arch



GEORGE B. EVANS.

Streets, 17th and Chestnut Streets, and 2330 North Front Street. The store at 17th and Chestnut is in a residence district and is what might be called a "family pharmacy." The one on North Front Street is out in the Kensington mill locality and was established for the purpose of catching the business of the laboring men in that section of the city. The other three stores are all of them downtown and within a few blocks of each other. This may be an appropriate place to insert the statement that four people are employed constantly in the work of decorating the various Evans windows. There are 190 feet of window space in the store at 8th

*See BULLETIN OF PHARMACY, July, 1906, page 273, and August, 1906, page 317.



The store at Eighth and Arch Streets, showing the magnificent opportunity presented for window display advertising.

and Arch alone, as will be realized from the accompanying picture of the building.

MR. EVANS'S HISTORY.

Now for a glance at the career and personality of George B. Evans: He was born in Montgomery county, 25 miles out of Philadelphia, 50 years ago. He was provided with a good general education and afterwards taught school for some time. He went to Philadelphia, graduated from the Philadelphia College of Pharmacy in 1880, and meanwhile learned the practical end of the drug business in Hubbell's pharmacy—a pharmacy which, by the way, is generally considered to have been one of the best training schools in the country.

Three years after his graduation from the P. C. P., Mr. Evans had succeeded in saving \$865, and with the help of a silent partner he bought a small stock of goods and established himself in business on the spot where his headquarters store is now located—1104-6 Chestnut Street. That was twenty-four years ago. He began at the very bottom. He did everything himself, from the work of a porter to that of a prescription clerk. He slept in a folding bed at the rear of the store. He was on the spot day and night—he clung to the job like

a puppy to a root. But despite the most laborious and sacrificing effort he could only succeed in making a net profit of about \$10 a week.

This wouldn't do for a man of Evans's type. He wasn't getting rich very fast; he wasn't doing much business; and he was working like a slave. His wits were set to work. Something must be done to get out of such a hole. Evans's latent capacity for the origination of ideas began to assert itself.

A SINK OR SWIM POLICY.

He finally made up his mind to go into the cut-rate business and make a dash. It was a sort of sink or swim policy—either he would make a success of the thing or else use up all his money. But even failure was preferable to stagnation, and once he had made up his mind to act he destroyed all the bridges behind him.

Now a singular thing is that, properly speaking, Evans is not a cutter to-day. He has undergone a radical reform, as I shall hope to show later on in this article. But just now let us follow him in his career. His business began to pick up at once, and from then on he went gradually from one success to another until the immense business of to-day came to be the final result. The first day's business back there in December, 1883, amounted to just about \$30. On the very same calendar day in



This shows the headquarters store, located at 1104-6 Chestnut Street in Philadelphia. Mr. Evans's office is on the second floor, inside the third window from the right. An annual business of over half a million dollars is done in this one store alone.



This photograph shows the right side of the salesroom at the headquarters store on Chestnut Street. The soda fountain is in the left corridor on the other side of the store. Down at the end of the store are the drug, patent-medicine, and prescription departments.

1906, twenty-three years later, the sales in the identical location were something over \$3600!

HIS VIEWS ANENT CUT RATES.

I asked Mr. Evans if he thought he could begin all over again now and build up a business by the adoption of a cut-rate policy. He replied "No" in the most positive manner. He declared that the people have grown wise during the last generation, and that they know very well when they get one thing cheap they are going to pay for it by a larger price on something else. Furthermore, they are a little afraid of the character and quality of cut-rate drugs and prescriptions. Some other policy would have to be adopted to-day in endeavoring to do what he succeeded in accomplishing twenty years ago.

I was greatly surprised, indeed, to find how thoroughly Mr. Evans had reformed on the cut-rate proposition. While his prices are low on some proprietaries, he always conforms absolutely to the local schedule, and several Philadelphia druggists told me themselves that they had no cause for grievance whatsoever. He may occasionally dictate some of the schedule figures, but once they are adopted he lives up to them without qualification. To-day he never offers special prices on anything, and he has no bargain-day sales. He believes in an honest, upright, one-price system of doing business, and he is firm in his conviction that cut-rate practices, at least in the drug trade, are largely a thing of the past.

THE MAN'S PERSONALITY.

When I was in Philadelphia last December, Mr. Evans showed me through the entire plant at 1104-6 Chestnut Street. The outside of the building is shown in one of our illustrations. Mr. Evans's own office is on the second floor front, and it may be added that this little 8 by 10 room is the hub and center of the Evans system. Here Mr. Evans sits, smokes his fragrant Havana, receives and reads reports from his department chiefs and branch managers, employs clerks and other workers, and in a calm and unruffled manner keeps his hand on the helm and conceives the policies and methods which have made the Evans business one of the marvels in the history of the American drug trade.

He is a mild-mannered, undemonstrative, unostentatious man. If you saw him on the street you would never for a minute pick him out as an aggressive, energetic captain of industry, and yet he has rare force and resourcefulness. He is a man of ideas. As Mr. Newlin, one of his chief men, remarked to me one day: "Mr. Evans will come in here and think of things that make you awfully tired to realize you never thought of yourself! They are usually so simple and plain, and they mean so much in the way of returns, that some of us feel like kicking ourselves that we didn't have brains enough to hit upon them before he turned them up so easily."

THE ORGANIZATION.

The organization of the Evans business is rather elaborate but is very definitely planned. The executive staff, as it might be termed, comprises nine men—four in the headquarters store, the four



This is the soda fountain in the Chestnut Street store. In reality it is a succession of three fountains extending down to a distance nearly 50 feet from the front end of the store. Frequently 3000 drinks a day are sold over this counter!

branch managers, and the laboratory director. Of the four executives at headquarters, (1) Mr. Young is the financial man and has general charge of the banking, the sales statistics, and so on. (2) Mr. Newlin has supervision over both the purchase and the sale of all drugs and patent medicines, and under him in turn are Mr. Zimmerman, head of the patent-medicine department down-stairs, Mr. Matter, head of the prescription room and drug department, and Mr. Ponitz, in charge of the storeroom of proprietaries. (3) E. Wayne Evans, a brother, has a similar supervision over the purchase and sale of all toilet articles, with several department heads under him in the same manner. (4) Mr. Forbes has jurisdiction over the "gift-goods" feature of the business, regarding which more will be said later on. In most large businesses it has been my ob-



The "gift-goods" feature of the Evans business is referred to at considerable length in the accompanying article. This view shows the "gift-room" on the second floor of the Chestnut Street store.

servation that the buyers exercise the purchasing function alone. In the Evans institution, however, their jurisdiction follows the goods until they have been sold to the customer. In other words, the man who buys the articles also has charge over the departments where they are sold.

While speaking of the organization of the Evans business it may be interesting to add that there is a floor manager down-stairs in the headquarters store, Mr. Stinson, who is in general charge of what might be called the conduct of the salesroom. He looks out for the interests of the customers, sees that they are properly waited on, and in general performs the duties of the floor walker. Under him is a special floor walker in charge of the soda fountain, whose function is something like that of

the head waiter in a well-kept café. He pushes the chairs back into place, sees that patrons are properly and promptly served, keeps things looking neat and attractive, and maintains the "tone" of the place generally.

THE HEADQUARTERS STORE.

A short trip through the headquarters store may not be uninteresting. In the first place let me say that the present quarters comprise what was originally two buildings on Chestnut Street, with one structure in the rear. Not much has been done to rearrange the place except to throw open the entire first floor as a salesroom, and the consequence is that on the upper floors you will find a perfect labyrinth of rooms. You go down-stairs and up-stairs, and in rooms and around rooms, until you are positively dizzy. There are different stock rooms for rubber goods, sundries, stationery, "gift-goods," patent medicines and the like. Somewhere in this maze of rooms you suddenly come upon a place where monograms are being engraved on brushes or silver trinkets. Next you are ushered into a lunch room for the girls, and you are told that beef tea and chocolate are furnished without charge during the noon hour. The girls bring the remainder of their lunch from home, or else have it delivered to them from some of the near-by restaurants.

There are two salesrooms in the headquarters store. The general salesroom is of course located on the first floor, and portions of it are shown in two or three of our pictures. The soda fountain is at the left as you enter from the street. The corridor on the right is seen in one of the engravings, and here are displayed such things as perfumes, sundries, and the like. Farther down on the right side is the drug department, and beyond that the prescription-room—the latter being made the subject of one of our illustrations. Up-stairs, on the second floor, is a salesroom used exclusively for the "gift-goods," with the offices of Mr. Evans and Mr. Newlin at the front, looking down on Chestnut Street beneath.

THE "GIFT-GOODS" FEATURE.

I asked Mr. Evans how he happened to adopt the gift idea. It seems that, early in his business experience, he bought a few vases to make the store look attractive. Some of them sold. Some of them didn't. He bought more in order to dispose of the "slow" ones, and so it went on gradually

until he found that he was making quite a feature of this sort of thing. The customary sundries or side-lines developed in much the same way. He discovered early that you could sell hair brushes best when you had a large variety for the customer to select from: furthermore, hair brushes suggested hair trays, and hair trays in turn suggested something else for milady's table—and so the stock grew until now there is a large assortment of goods of every kind in the Evans stores.

Returning to the "gift-room" stock, it may be said that this comprises such things as fancy china, vases, busts, silver ornaments, and a hundred and one other things. I was told in Philadelphia, not by Mr. Evans, but by somebody else, that connoisseurs can often find choice things in the Evans line that are not carried in any other store in the city. Mr. Evans once remarked to a Philadelphia druggist who happens to be a personal friend of mine, that if he could sell all the prizes used by the women of Philadelphia at their card parties he would be willing to abandon the drug business entirely! This statement may partly explain why he adopted the phrase "gift goods," and why he advertises such articles so extensively.

THE PRESCRIPTION-ROOM.

Just a word or two about the prescription-room: Four dispensers are to be found at work in this place. In addition, one man stands at the window to transact the prescription business with the public and to have general charge over the dispensers. There is also a young woman who writes all the labels neatly on a typewriter, and who keeps the records of the department. About 100 prescriptions are dispensed daily. This number is not large considering the size of the business, but Mr. Evans told me that he had never made any particular effort to boom prescription sales, and he believed, furthermore, in charging good prices for prescription work. His method is to make a profit of from 50 to 100 per cent on the bare material, and then charge \$1 an hour for the dispenser's time. The price for prescriptions averages about 60 cents.

It may strike some readers as peculiar that Mr. Evans makes no advertising appeal to physicians, and no attempt to do a physicians' supply business. His method is to appeal exclusively to the customer and to content himself with the customer's support. This happens to be Mr. Evans's policy. Other large druggists have made vigorous efforts to enlist the

interest of the physicians, but he has carved out his success in his own way.

POLICIES.

In the Evans stores the customer is always given what he wants. There is never any attempt at either open or concealed substitution. No commissions are given the salesmen with any line of goods, and the clerks are consequently not induced to sell something which the customer may not intend to purchase and may not want. No medical specialties are put up under the Evans label, though there are a number of household products and toilet goods. Mr. Evans does not believe in competing with patent medicines, but thinks the customer ought to



We have here a view of the prescription department in the main pharmacy on Chestnut Street. Four dispensers are employed; a fifth man stands at the department window, receives prescriptions, and deals with customers generally, while a young woman typewrites all of the labels and keeps the clerical records of the department.

have what he asks for without effort on the part of the druggist to persuade him into purchasing something else.

Now I found so many interesting and suggestive things in the Evans business that I could write about them indefinitely. I fear, however, that my readers are already weary, and I shall stop for the present. It is entirely probable that I may have an article in an early issue of the BULLETIN describing in detail some of the other features of the Evans business which are full of profit and help to the student. Before I close the present sketch, however, let me report the interesting and suggestive facts that no liquors are sold in any of the Evans stores, that cigars are handled in one of them only, and that all five establishments are closed tight all day Sunday.

AROUND THE CAMP-FIRE.

Readers of the BULLETIN Begin Spinning Yarns Again—The House Surgeon and the Ghost—Vinegar as a Choice Beverage—The Queer Effects of Carbon Bisulphide.

A GHOST STORY.

A live ghost story always finds interested readers. Here is one from the pen of Dr. R. L. Black, Denver representative of Parke, Davis & Co. Dr. Black says he is a man for whom dead bodies have no terrors:

Some years ago I was assistant house surgeon in the general hospital of a western city. One day we were short handed, so I took a night shift in the male surgical ward. A few days before an insane patient had escaped, after threatening to burn the hospital. The night before a suspicious person had been seen about the buildings, but had escaped. At nine the lights were turned out and my forty or more "boys" settled down for the night. Between my rounds I sat in the emergency dressing-room between the wards and read a "yellowback" left there by a patient. The book abounded in startling situations, ghosts, murders, and so forth. All this, combined with groans and sighs from the darkened surgical ward, did not add to my peace of mind. Ordinarily these things would not have affected me at all, but to-night—well, I was decidedly nervous.

I finished the book about 2 A.M., and went out for a walk among the buildings. All was quiet, and in a few minutes I returned. As I entered the dressing-room a patient in the surgical ward called. Leaving my lantern on the floor, I started through the short hallway. Suddenly I was confronted by a white figure crawling along in the dim light on hands and knees! In my morbid frame of mind it gave me a decided shock, especially as I did not know what it was. It proved to be a convalescent patient who had suffered an amputation of both legs below the knees. He was lost and was trying to find his way back to bed.

A few minutes later I was sitting swearing at the hands of the clock, which persisted in pointing to 2.30 A.M. when I knew it must be almost morning. Looking up at a window I was almost frozen to my chair at seeing the dim outlines of the face of our escaped patient. In a second I was out and down the steps, but he was even quicker and got away in the darkness.

This put the finishing touches on my already raw nerves. After waking one of the boys and instructing him to patrol the grounds, I went back to make the rounds of the wards. And you bet the lantern went along, too!

I found the bed of a delirious pneumonia patient empty and started on a hunt for him. Toilet and bath rooms were negative. I looked under the beds. There was nothing doing. That he had gone down to the basement was certain.

Be it known that beside the dressing-room door is a stairway to the basement. At the foot of the stairs is the elevator and the entrance to "36," the morgue. I rushed down the stairs and turned to pass "36," when suddenly at the door of the morgue out stepped a white-robed figure, arms outstretched, while an unearthly groan seemed to come from everywhere at once. It was my finish! Down crashed the lantern and I took the steps four at a time! By the time I reached the top I was cursing myself for my folly. However, it took all my nerve to return and go through the same experience once more. I hustled Mr. Pneumonia up-stairs in a hurry and put him to bed with a leg strap on. And then with shaking hands I reached for the bottle of elixir of life. I don't mind saying that it was but a short time before the bottom of that bottle was as dry as my throat had been when I met the ghost at the door of "36."

A PUNGENT BEVERAGE.

Mr. George Wiberg, Weyburn, Sask., Canada, tells one on the apprentice who looked for wine in the wrong barrel:

A couple of apprentices were roaming around our store one day in search of employment or mischief—I couldn't tell which. One of the boys had a marvelous sense of smell, especially for liquor. He could scent drink through a steel cask. Well, it wasn't long before he and his companions learned that there was orange wine in the cellar. As the clerks were alone in the store, they thought this an opportune time to sample the beverage. A four-ounce tin was quickly procured and the two started in search of the wine keg. At last they found it.

While one of the boys manipulated the faucet the other collected a quantity of the liquid and drank it without hesitation. At once his eyes started from their sockets. His comrade asked what was wrong, and he finally managed to sputter out "It's vinegar!"

Later on the boys found out that unknown to them the orange wine had been removed and a barrel of vinegar put in its place.

SOME AMUSING EXPERIENCES WITH CARBON BISULPHIDE.

A. V. A. writes a humorous story on the uses of carbon bisulphide. The wide range of indications which this chemical enjoys is, indeed, surprising:

The Johnny-on-the-spot incident related by Mr. Blair in the December camp-fire brings to mind a number of amusing experiences which I have had with carbon bisulphide. Have you ever poured it on a dog and noted its effects? If not, you have missed something and I would advise you to try it. If you are fond of your dog, try it on some other fellow's dog first.

In this vicinity carbon bisulphide is known by

quite a number of names, but not its proper one. My first call was for "root and toot." After a lengthy cross-examination, I learned that it was "something which raised 'Ned' with a dog when you put it on him and it smelled like rotten cabbage." I readily identified the article from this description.

Last winter a large number of stray dogs had been hanging around town and our trade in "high life" and "speed oil" was proportionately good.

A most amusing trick was played on "Pap S.," a mean and unpopular old fellow who drove a stage and a team of mules from a neighboring town. One of the boys noticed that he had left his mules untied, and securing a bottle of "high life," scattered its contents over the team. The way those mules came down the street wasn't slow, with "Pap" about three lengths behind, but coming strong, while the spectators gave him the merry hee-haw. Fortunately, some one caught the mules before they did any damage.

My last call for carbon bisulphide was from a rancher who had a balky horse. He had heard that "dog push" would cure him. As a name this was the limit!

THE ASSOCIATION OF BOARDS.

A Trenchant Criticism of the Organization in its Present Form—Suggestions Looking Toward an Improvement in the Work and Methods of the Body.

By W. R. OGIER.

There is grave danger that the National Association of Boards of Pharmacy will be found in the pharmaceutic morgue at the time of the meeting, which, it is supposed, will be held contemporaneously with that of the American Pharmaceutical Association in September.

Ten months of the year have passed, and yet, so far as this writer has been able to ascertain, not a line reporting the proceedings of the last meeting has been sent to any of the constituent boards, no effort has been made to secure the affiliation of such boards as are still outside the association, no request has been made for payment of annual dues for the current year, no notice of any plan of action or outline of programme for the approaching meeting has appeared in any of the journals of pharmacy—in

short, not a single act has been performed during the year to sustain life in this feeble child of misfortune, born without sufficient vitality to utter a healthy squeal and fed largely with wind and water for three years.

WAS THIS INFANT BORN TO DIE?

It is not the purpose of this article to fix the responsibility for this neglect, although the writer does not think it can be justly placed upon the president. The truth, when told, may disclose that the conditions might have resulted in spite of systematic efforts to obviate them. Some infants appear to be born for the sole purpose of dying, and this may be one of that type.

Nevertheless it is a misfortune that, having come

into existence, its life could not be prolonged, for it may be a long time before the stork announces a second heir apparent in this immediate line.

There is no good reason why there may not be a vigorous, healthy organization of boards of pharmacy in the United States, and if not too late, the one instituted at Kansas City in 1904 may still be utilized as a nucleus for an *association*, even it should not assume the compact form of an *organization*. There are some inherent obstacles, it is true, but these may be overcome by tact, wisdom and patience. The most serious of these, as observation of the present (or past?) association has demonstrated, is what may be termed board egoism, in an exaggerated form. This term is not used in an offensive sense, but it defines with sufficient accuracy a sentiment that unquestionably exists among all administrative boards that each is amply competent to perform the duties entrusted to it within its "own sphere of influence" without extraneous suggestion or advice. The four words in quotation marks indicate the crux of the situation, and wider vision would show the gentlemen composing such boards that the power vested in them may be efficiently employed for the common weal of all the commonwealths, so far as pharmacy is concerned, without limiting their freedom of action within their own immediate territory.

The initial meeting in 1904, and the third in 1906, at both of which the writer was in attendance, disclosed the fact that only a few of the delegates were able to subordinate their opinions or prejudices (which may have been proper or useful within their own States) to the larger principles or policies essential to a scheme of national scope. If the majority could be convinced that active participation in the larger movement need not interfere in any important degree with their position as supreme and exalted rulers in their own domain, the condition of the National Association would not be so perilous as it now appears.

PROPOSED CHANGES OF METHOD.

To go into detail a little, without entering fully into a plan of organization, it may be suggested that the secretary of the National Association of Boards of Pharmacy should be the chief administrative officer of the association. He should not be a member of any State board of pharmacy, hence ineligible to retain his office by reason of uncertain

tenure in his local board. He should be a man with some genius for organization. He should have a general knowledge of the pharmacy laws of all the States. He should be a man of unquestioned integrity and of sound judgment. His duty should be to keep in close touch with every State board of pharmacy, regardless of membership with the national body, securing such information as pertains to the operations of these boards and distributing it in predigested form to all constituent boards and others as well. Such information, if properly prepared, would naturally appeal to the common sense of the members in spite of their prejudices.

The secretary's office should in time become the clearing house for all State boards of pharmacy. Therein should be found files of examination questions, at least one new set each year, from every board in the country. By careful study and comparison of these the secretary should be able to offer from time to time (upon application) suggestions as to improvement which would be valuable, particularly such as tended toward uniformity in methods and standards for examinations. By carefully noting conditions during the legislative season each year, he should be in position to offer valuable counsel to State organizations and to legislative committees in the direction of securing general uniformity in pharmacy laws in the several States.

All applications for interstate registration should be made directly to the secretary of the National Association, who should carefully investigate the moral character and professional attainments of every such applicant, preserving in the office a complete record of each case, and his recommendation, based upon the information derived, should come to be accepted as a reasonable assurance that the person desiring to secure registration in another State is a proper subject for this privilege, so that the transfer of good men from one State to another might become a matter easily and speedily accomplished. With the right sort of coöperation on the part of the secretaries of State boards, in like manner, the "undesirable citizens," in a pharmaceutical sense, could have a place in the rogues' gallery of the general office, rendering it impossible for such to go "on the road" from one section of the country to another. This is but a hint of what might be accomplished with the aid of the State boards and a thoroughly equipped man in the general office. The chief difficulty will be found in securing the

proper person for this work, especially since compensation for the service desired is not easily provided.

But this should not be an insurmountable obstacle, for surely pharmacy is not so poor in material as to be unable to furnish one altruistic individual who would be willing faithfully to serve his profession and his fellows in inaugurating a system which would prove of untold benefit to American pharmacy, and this regardless of what he might get out of it in money value. At all events, the experiment

is worth a trial since it seems to be a certainty that the present method has failed.

The writer has in mind a general plan of procedure which necessarily cannot be dwelt upon here, and the object of this article will have been accomplished if attention is directed to the moribund state of the present association of State boards so that some effort may be made during the coming meeting of the A. Ph. A. to prevent the utter extinction of the idea involved.

Columbus, Ohio, June 18, 1907.

ACETANILIDE IN HYDROGEN PEROXIDE.

The Absolute Necessity of Using Acetanilide to Prevent the Decomposition of this Product—The Fallacy of Supposing that Minute Quantities of the Preservative Are Injurious—Incontrovertible Facts from an Experienced Chemist.

By **DR. JOHN M. FRANCIS,**
Chief Chemist of Parke, Davis & Co.

The Federal food and drugs act, and also the drug legislation of a number of the States, have included acetanilide in the list of substances which must be announced on the label, and this fact has resulted in a great deal of unwarranted prejudice against this substance on the part of the public in general. Unfortunately it seems that many pharmacists, distrustful of their own knowledge and experience, have been in a measure swayed by this unreasoning sentiment. This prejudice has been aroused in large measure by sensational and intemperate articles published in popular magazines by lay writers who are really incapable of forming a correct opinion on such matters.

The same thing is true as regards alcohol, which, though known by pharmacists to be an absolute necessity in practically all liquid medicines, would yet have to be wholly eliminated from pharmacy to meet the ideas of thousands of good people who know absolutely nothing of the art of preparing and preserving medicines. The writer freely admits that, when improperly used, acetanilide is a harmful substance, and there can be no gainsaying the fact that its general consumption as a popular remedy at any and all times by laymen should be interdicted. This statement, however, is equally true of practically all medicinal substances that are powerful enough to be efficient, and there is no

logical reason why pharmacists and physicians, possessing the advantage of special professional education, should yield to this panic on the part of those who have little or no pharmaceutical knowledge.

THE FUNCTION OF ACETANILIDE IN HYDROGEN PEROXIDE.

Is there any justification for the use of acetanilide in hydrogen peroxide? We claim there is. In the first place, the use of this substance marks the difference between a hydrogen peroxide which steadily decomposes from the very moment of its manufacture and one which is reasonably permanent. In the second place, while filling this important rôle, acetanilide is present in such minute quantity that its physiological effects are not manifested in the slightest degree. These two assertions are made deliberately and with full knowledge that they will meet a hostile reception at the hands of interested parties.

The first proposition is founded on practical knowledge, and its truth or falsity is easily demonstrated by placing side by side original packages of various commercial brands and making comparative assays at proper intervals during several months. A second and more quickly finished demonstration consists in partially immersing the open bottles of hydrogen peroxide in a water bath and keeping them heated at a temperature of 85° to 90° C. for a period of fourteen hours. Under these con-

ditions decomposition will take place during the fourteen-hour interval which under normal conditions would require several weeks, or perhaps several months.

THE TWO KINDS OF PEROXIDE ON THE MARKET.

There are a large number of brands of hydrogen peroxide now offered on the American market, and these can be divided into two general classes—those which contain acetanilide and those which do not. If a number of samples be placed side by side and assayed at intervals of thirty days, it will not be necessary to make a chemical test to ascertain the presence of acetanilide, as the rate of deterioration is so markedly different that this is superfluous.

If the samples happen to be original packages, the initiated can classify them very easily by merely noting those which are put out in extra strong bottles with *corks wired* in, or which have some special device to permit the escape of the free oxygen generated: these special packages contain the peroxide free from acetanilide—"the kind that does *not* keep." The remaining samples in ordinary bottles, finished without any special precaution to withstand gas pressure, or to permit of the escape of gas, are the kind that are preserved and speak for themselves on assay—not by an explosive report when the stoppers are withdrawn.

These statements are not a fairy tale, but simply constitute an appeal to the common sense and experience of the average pharmacist. If these unpreserved hydrogen peroxides are permanent, as they are so emphatically claimed to be, why do the manufacturers incur the expense of special bottles, wired corks, or other extraordinary devices? These things cost money and no sane man would use them without some valid reason. What is the average experience of the druggist on opening such packages? What can the sharp report be due to except the pressure of free oxygen, which must necessarily be generated at the expense of the peroxide?

Using acetanilide in the proportion of three-sixteenths of a grain per ounce, the writer has shipped hundreds of thousands of pounds of hydrogen peroxide to foreign countries, not only to Europe but to Australia, South America and South Africa, through the tremendous heat of the Indian Ocean and across the equator, in ordinary amber bottles such as are universally employed for marketing fluidextracts, and with ordinary cork *unwired*. The

loss has not amounted to more than 2 per cent. Could one ask for a better demonstration of the efficacy of a minute quantity of acetanilide as a preservative?

ASSAY FINDINGS THAT TELL THE STORY.

Herewith are assays of commercial packages of hydrogen peroxide, purchased in the open market, after standing seven months on the shelves under ordinary conditions as regards light and temperature:

NOT PRESERVED WITH ACETANILIDE.			PRESERVED WITH ACETANILIDE.		
Assay at purchase. Per cent.	Assay after 7 months. Per cent.	Per cent of loss.	Assay at purchase. Per cent.	Assay after 7 months. Per cent.	Per cent of loss.
1-1.36	0.00	100	1-2.97	2.84	4.37
2-2.54	1.15	54.72	2-3.13	2.96	5.43
3-3.86	3.03	21.50	3-3.18	2.82	11.32
4-3.31	2.40	27.49	4-2.92	2.57	11.98
5-3.00	1.20	60.00			
6-4.51	3.57	20.84			
7-3.06	2.15	29.73			

The following data demonstrate the efficacy of acetanilide as a preservative, the hydrogen peroxide being tested as previously indicated, by heating to 85° C. for fourteen hours. A properly manufactured peroxide should not lose more than 3 to 10 per cent of its total strength under this test:

NOT PRESERVED WITH ACETANILIDE.			PRESERVED WITH ACETANILIDE.		
Before heating. Per cent.	After heating. Per cent.	Per cent of loss.	Before heating. Per cent.	After heating. Per cent.	Per cent of loss.
1-3.06	2.17	29.08	1-3.13	2.96	5.43
2-3.00	0.01	99.66	2-3.11	2.95	5.14
3-2.80	1.26	55.00	3-3.09	2.99	3.23
4-3.06	2.17	29.08	4-3.11	2.91	6.43
			5-3.09	2.96	4.20
			6-3.07	2.95	3.90
			7-3.09	3.02	2.26
			8-3.08	3.04	1.29
			9-3.11	3.04	2.25

These data could be trebled, but this is unnecessary as the tabulated statements above given are sufficient to tell the story. These figures represent actual assays under proper conditions, and they, as well as our conclusions, are open to verification by any one who has sufficient analytical skill to apply the official assay process of the U. S. P., Eighth Revision.

THE OPPOSITION TO ACETANILIDE EXPLODED.

The second assertion, that the use of a minute quantity of acetanilide in hydrogen peroxide is not open to objection on physiological grounds, can be quickly explained. It does not require more than

three-sixteenths of a grain of this substance per ounce to accomplish the desired result. Acetanilide is administered in single doses of 4 grains (U. S. P., 8th Rev.); 4 to 8 grains (Bartholow); and 5 to 8 grains (U. S. Dispensatory, 19th Edition). The daily dose will of course be correspondingly larger. To obtain the U. S. P. dose of 4 grains, the patient would have to consume a little more than 21 ounces of peroxide; to obtain 5 grains he would have to consume about 27 ounces; and to get the 8-grain dose he could quench his thirst by drinking nearly 42 ounces!

If one will keep in mind the maximum dose of hydrogen peroxide which any physician would care to administer, there hardly appears to be any need of argument as to whether one will experience any therapeutic effects from the acetanilide which would be consumed through the use of the peroxide. While hydrogen peroxide is used extensively for internal administration, it is perhaps employed in a greater number of instances for external application, but never more than an ounce or two at a time. So that, even granting its most lavish external application, one would absorb but minute quantities of acetanilide.

In this connection it should also be remembered that this preservative is used quite extensively by physicians as a dressing for infected wounds, as it is possessed of marked germicidal power. It is but fair to acknowledge that untoward results have followed the liberal application of acetanilide over a very large denuded area; but in such cases, besides its extensive application, the substance was used in a concentrated form, and this in no sense militates against our argument that its application in small quantities would not only be harmless, but also that it would supplement the germ-destroying power of the hydrogen peroxide.

ACETANILIDE AS AN INDICATOR.

Besides its preservative action upon hydrogen peroxide, which is not duplicated by any homologous substance, or by boric acid or other preservatives which have been recommended from time to time, the use of acetanilide in hydrogen peroxide is marked by another advantage, though it may be perhaps a minor one, and this is that it serves the purpose of an indicator, showing in some measure when the hydrogen peroxide has undergone serious decomposition and when it is consequently unfit for

dispensing. That hydrogen peroxide will undergo decomposition sooner or later no one who possesses even an elementary knowledge of this substance can deny. It consists of a molecule of water plus an atom of oxygen, and its decomposition consists in a reversion to oxygen gas and water; so that, even when the decomposition is complete, and the package contains nothing more than water, the physical appearance is still that of the original hydrogen peroxide. When acetanilide is incorporated, it exerts a marked tendency to prevent this splitting off of the oxygen, but how it accomplishes this the writer cannot say. Nevertheless, when in due course of time, through age, exposure to light, heat or other predisposing causes, the hydrogen peroxide undergoes appreciable decomposition, the acetanilide is oxidized and produces a yellow color and develops an odor of oil of bitter almonds. When this odor and color are developed, the pharmacist has before his eyes and under his nose patent evidence of decomposition, and if he be governed by a proper regard for his own reputation, he will not dispense such a liquid. In a package which contains no preservative the pharmacist has no index of deterioration, and he can only assure himself of the quality of his peroxide by resorting to chemical assay.

OTHER CONSIDERATIONS.

There are a number of other interesting points connected with the manufacture of hydrogen peroxide which have to do with the conditions controlling the permanence of this substance, but space will not permit of the discussion of these, and they are beside the question at issue. Suffice it to say that the manufacturer can seldom if ever predict with absolute certainty what the relative stability of any batch of hydrogen peroxide will be, no matter how carefully the manufacturing operations may be conducted, or how thoroughly he may examine the product chemically. It is well known that stability is increased in almost direct ratio to the degree of acidity, so that there is a natural tendency in seeking stability to greatly exceed the acid limit prescribed by the Pharmacopœia. It has also been found that the presence of an almost infinitesimal trace of copper will surely lead to the rapid decomposition of hydrogen peroxide, whether it contains a preservative or whether it does not. The presence of traces of other metals has a like affect, but in a smaller and varying degree.

SOME POULTRY SPECIALTIES.

A Line of Products which the Druggist May Sell with Profit—Formulas, Suggestions, and Advertising Methods—A "Food," a Louse Killer, a Disinfectant, and Other Articles.

By H. C. BRADFORD.

While nearly all pharmacists sell more or less poultry food or medicine, very few realize the amount of business that could be secured from this source. But it is not ready at hand. To a large extent it must be worked up, simply for the reason that many poultry raisers themselves are ignorant of all the possibilities. A very large number of them are women, and this fact must be considered in planning the advertising.

The manufacturers of stock food generally make a line of poultry remedies as well, and indeed the two go together, but I would strongly advise any one to prepare his own goods. This not only means a better profit, but considerable valuable advertising also. Of course, if there is a demand for any particular article, you will probably carry it in stock, but put your efforts on your own line.

The first item is, of course, a

POULTRY FOOD.

Formulas are numerous. Any printed formulary will provide a dozen or so, and nearly every volume of a drug journal contains one or more. Almost any of them will prove satisfactory. Success will depend more on the quality of the ingredients than on any particular combination. The following is a good recipe. It is somewhat costly when compared with some others, but not enough to make any material difference. There is no doubt of its efficacy, and it can be depended on to give desired results:

Mustard	4 pounds.
Fenugreek	3 pounds.
Oyster shells	3 pounds.
Bones	3 pounds.
Sodium sulphate	1 pound.
Capsicum	3 pounds.
Black antimony	2 pounds.
Venetian red	2 pounds.
Corn-meal	4 pounds.
Charcoal	2 pounds.
Asafetida	4 ounces.

Have these all in fine powder. Mix well, and sift. The usual dose is a tablespoonful to every 20 hens, and less of course to younger fowls; while turkeys, geese, and ducks will require about twice as much.

If a cheaper article is desired, it may be made after the following recipe. I have sold large quantities of this, with perfect satisfaction:

Fenugreek	5 pounds.
Sulphur	5 pounds.
Flax meal	5 pounds.
Epsom salt	5 pounds.
Capsicum	4 pounds.
Copperas	4 pounds.
Sodium bicarbonate	4 pounds.
Black antimony	2 pounds.
Slaked lime	5 pounds.
Corn-meal	20 pounds.

Have these all in fine powder. Mix well, and sift. Dose same as the preceding.

NAME AND STYLE OF PACKAGE.

Either of these products is more in the nature of a concentrated medicine than a food. Call it by some such name as "Blank's Egg-making Tonic."

The style of package is of some importance. I used to sell the product in paper bags, but soon found myself selling fractional packages. The package was too easily broken, and there was always a tendency to degenerate into a "scoop and barrel" business, which was not satisfactory. Get a plain, cheap, strawboard box, one that will hold about 1½ pounds. Paste on a nice label and then wrap the box in some colored paper. Use paste so that the wrapping will be permanent and stick another label on the outside. This makes a neat, handsome package, and costs very little. Never change the color of the wrapper. By wrapping only this line in that particular color it will, in time, be a valuable help. The public will learn to associate the color with your product.

A LOUSE KILLER.

The next item on the list is an insect powder or louse killer. This is an article of great importance and commands a large sale. Be sure your formula is right and your package correct. The usual package is a tall, round can with a sprinkler top, and this rational device has not been improved. The formulas nearly all depend more or less on sulphur, and this is fortified with snuff, naphthalene, oil of cedar, etc. As good a product as any can be made as follows:

Naphthalene	32 ounces.
Snuff	8 ounces.
Sulphur	8 ounces.
Insect powder	6 ounces.
Borax	4 ounces.
Oil of cedar	2 ounces.
Bran	2 pounds.

Mix the oil with the bran, add the other ingredients, and finally sift.

The bran is only used as a filler and may be replaced by any other substance more convenient. Chalk, fine sawdust, talcum, and even corn-meal have all been mentioned as available for this purpose.

A GENERAL DISINFECTANT.

The next item on the list is an antiseptic, deodorizer, and disinfectant. While this article is for convenience classed with poultry remedies, its use should by no means be confined to the poultry yard. There are uses for it in every household, and its possibilities are almost unlimited. The article itself should be the official solution of cresol, or the following compound, which is very similar:

Cresol	625 grammes.
Rosin	125 grammes.
Caustic potash	20 grammes.
Water, q. s.	1000 grammes.

Heat the rosin in the cresol until dissolved. Dissolve the potash in about 80 Cc. of water and add to the rosin solution. Boil the whole until saponification is complete: this will be shown by the product turning white or milky when dropped in water. Cool and add water to make 1000 grammes.

It is used by mixing with water, a 1-per-cent to 5-per-cent solution being strong enough. This compound has no superior for all the purposes named, and every pharmacist should push it hard, not only with the poultry raiser, but with every householder. It is useful in every home.

Get out a circular giving full directions for using and all the indications for its employment you can think of. If you think very hard, it will take a good

big sheet to hold all the matter. Distribute these circulars judiciously, and of course wrap one around each bottle of the product.

STILL OTHER THINGS.

Other things which go with the poultry supply business are ground oyster shells, ground bone, grit, and charcoal. There is a profit in each and all of them, and there is no reason why you should not get it. They are mostly sold by grocers, and grocers also sell the other things in the line, being started, no doubt, just by handling the grit and other bulky things. Go after the business as if you wanted it, and if you *do* want it, the first thing is to have a *full* line, and the second, to let the public know you have it.

ADVERTISING METHODS.

Get out a booklet describing and pricing all the articles in your line, and a special circular for the disinfectant, as already mentioned. If you can spare the room, make a display in the center of the store, or failing that, in the window. Put in everything so it can be plainly seen, and have price cards, signs, etc. Hand one of the booklets and a circular to every possible customer that comes in and speak a word when convenient. Show and explain the goods to those who seem interested. Impress people with the fact that the goods are your own, and that they are all sold on a "money-back-if-you-want-it" guarantee. A line of this kind moves rather slowly at first, and patience is required, but it gathers momentum very easily. Secure testimonials whenever you can and use them judiciously. Testimonials are of more value here than in almost any other circumstances, and should be valued accordingly.

Sampling will stimulate sales of the disinfectant materially, but this method of exploitation is hardly adapted to the other items. The samples should be about one ounce in size, accompanied with plenty of literature, and distributed judiciously.

The bulletins of the Agricultural Department at Washington will afford a great deal of information of value here. When the average man buys an article which is new to him, he wants to know all about its nature, uses, etc. Give it to him. Mention every single place or circumstance in which the product is available and tell just exactly how. Every new purpose you discover increases the possibilities just that much. It is my opinion that this preparation could advantageously replace many of the poisonous sprays and washes now in common use. This is a subject for investigation.

A LABORATORY WINDOW.

Druggists too often suppose that a live window display cannot be made out of strictly pharmaceutical material. This impression is a false one. Chemicals and appliances which appear commonplace to the pharmacist are a source of novelty and interest to the public. To the layman the operations in a chemical laboratory are things unknown.

The window of D. Charles O'Connor, of Fitchburg, Massachusetts, as shown in the accompanying cut, serves to indicate the possibilities of a laboratory window. Throughout the display are evi-

pill mass and finished product, demonstrating clearly the process of making these pharmaceuticals—a thing entirely unknown to the general public. Other articles on the floor comprise an assortment of sterilized culture tubes, ointment jars, a suppository mold, a konseal machine, round-bottom flasks stoppered with tufts of cotton, glass funnels, a mortar and pestle, porcelain evaporating dishes, a tripod and a Bunsen burner. These several articles are all labeled so that the public may know them.

In the front of the window is a sign reading:



dent many features calculated to impress the public with the professional intelligence necessary to compound prescriptions. A large United States Dispensatory, and a scale which will weigh accurately 15/100 of a grain, enjoy a conspicuous position. The shelf on the right contains an array of graduates, a large percolator, and a gallon and a five-gallon bottle, together with an assortment of chemicals and pharmaceuticals. On the floor may be seen the sign: "Prescription Utensils." Close by is a card reading: "How Pills are Made."

This interesting section of the window shows the pill tile, pill roller and divider, together with

"One Registered Pharmacist of 19 Years' Experience: One Registered Pharmacist of 17 Years' Experience." The wooden case in the window was made to order to represent the shelf-bottle section of the store. The shelves at the back of the window contain an assortment of tincture bottles and stock containers for chemicals.

Mr. O'Connor says the window not only made a hit with the passers-by, but it took with the doctors. Certainly a druggist, if he does any advertising, ought to center attention on the most profitable and most important department in his business, that of prescriptions.

DOLLAR IDEAS.

The editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, book-keeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.

A CHECK FOR THE SODA TRAY AND OUTFIT.

C. Bert Miller, Dayton, Ohio: At the close of the last soda season we found ourselves minus several spoons, trays, and holders. These utensils had been used to deliver soda in the neighborhood and had not been returned. To prevent a second loss of this kind we adopted the following system. It consists of a soda check, and is self-explanatory:

Soda Check	
Bring back this check with the Tray and Outfit.	
These are charged to you	
No.	200
Date	_____
G. BERT MILLER, Druggist.	
Cincinnati & Washington Sts., DAYTON, OHIO	
.....	
Soda Check	
No.	200
Date	_____
Name	_____
Soda	_____
Dope	_____
Tray	_____
G. BERT MILLER, Druggist.	
Cincinnati & Washington Sts., DAYTON, OHIO	

We drop the upper part of the check on the tray and file the lower one. This system not only makes the return of the soda utensils more certain but also more prompt. Where the customers had been wont to set the tray aside over night, they now return it at once.

MONEY IN A FIVE-CENT CORN SALVE.

M. R. Shotwell, Sterling, Colorado: Not long ago a firm that had gone out of business left with us 500 boxes of a corn salve which they desired us

to dispose of, and on which they offered us 3 cents a box by way of commission. We put the entire 500 boxes in the window. A card reading "To Close Out" was hung in a conspicuous position, and the boxes were offered at 5 cents each. In less than two weeks we had sold the entire lot at a clear profit to ourselves of \$15.

Nor was this all. People kept coming for the stuff afterwards, and so we finally got the formula, which was as follows: Salicylic acid, 1 ounce; cannabis indica, 1 drachm; heavy petroleum jelly, 6 ounces. This we put up in 1/8-ounce tin boxes at a cost of about half a cent per box, including labels. We continued selling the product at 5 cents and have a steady sale on it. The profit, as already indicated, averages about 4 1/2 cents per box, and this is much more than we make on the proprietary remedies, besides involving a smaller investment.

Every one knows that he can buy remedies for 10 and 15 cents, but a 5-cent article appeals to people whether they have an ailment or not. A number of customers even told me that they had no confidence in the stuff, but they said they would risk 5 cents on it anyway.

DEVELOPING THE SPECIALTY BUSINESS.

Charles J. Huen, Auburn, Maine: Often a family which has traded with you for years moves to a different part of the city or perhaps to another town. Shortly afterwards you may receive a letter requesting you to ship a few bottles of your favorite cough syrup by express; or you may be directed to mail this family a box of your dyspepsia tablets or headache powders. Ship the goods, but accompany the bill with a little note of thanks. At the same time, suggest that they ask their druggist to keep these products in stock. The druggist will do so in most instances. In time one individual tells another about your specialties, and before you know it they will be steady sellers in different sections.

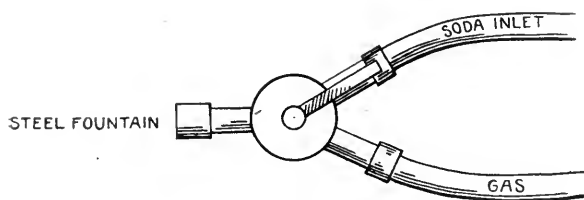
KEEPING CRUDE DRUGS FREE FROM INSECTS.

Murphy Williams, Corsicana, Texas: I have been worried for years trying to keep insects out of certain drugs. Some months ago I tried the following scheme with good results: Once a month, regularly, pour a few drops of chloroform into each container of crude drugs. This procedure is inexpensive and kills the insects without injuring the goods. Among the herbs which receive this treatment are capsicum,

black pepper, mustard, powdered sage, flaxseed, ground flaxseed, quince seed, celery seed, coriander seed, powdered ginger, powdered nux vomica, anise seed, caraway seed, powdered orris, powdered rhubarb, rhubarb fingers, and fenugreek. I always make a note on my calendar, and do the chloroforming regularly on the 15th of each month. Thus I am sure of never forgetting it.

IN CHARGING THE SODA FOUNTAIN.

A. B. Burrows, Washington, D. C.: Here is a new use for the "two-way" cock on the charging outfit for steel fountains: Instead of employing



this device beneath the dispensing apparatus, necessitating the use of a double line of block-tin pipe, attach it at the steel fountain outlet in the manner shown in the drawing. Thus it will be seen that it can be used as a cut-off valve when it is desired to connect a fresh fountain, and as a convenient arrangement for passing more gas into the fountain when required, without disconnecting.

THE VALUE OF A TRADE-MARK.

J. Austin Bayes, Fenny Stratford, England: I believe it would pay every druggist to adopt something in the way of a trade-mark and use it on all of his printed matter. It thus comes in time to represent the store, and the two are always con-



nected in the observer's mind. It is well, too, to have a motto combined with the trade-mark. In order that my meaning may be made more clear, I am sending a small strip label bearing my own trade-mark and motto. I use this design on all of my circulars as well as on my labels, and believe it has proved very valuable.

AN ENVELOPE FOR RUBBER GOODS.

F. Nitardy, Chicago, Ill.: I never permit a nipple or pacifier to go out of the store except in an ad-

NOTICE

NIPPLES and all other Rubber Goods are not returnable or exchangeable UNLESS FAULTY

We do this for the protection of our customers only.

You will always find a complete line of

HOT WATER BOTTLES	ICE BAGS
FOUNTAIN SYRINGES	NIPPLES
BULB SYRINGES	PACIFIERS
LADIES SYRINGES	NIPPLE SHIELDS
INFANT SYRINGES	BREAST PUMPS
EAR SYRINGES	RUBBER GLOVES
ATOMIZERS	DOUCHE AND BED PANS
NASAL DOUCHES	PUS BASINS
RUBBER CUSHIONS	CATHETERS, ETC

OUR STOCK IS ALWAYS FRESH,
OUR PRICES ARE REASONABLE

WE GUARANTEE all medium
and better grade goods, and
the guarantee is good.

Give us a trial We know we can please you.

C. R. GRUENER

PHARMACIST

1184 W. NORTH AVENUE

vertising envelope, which also bears a caution about the exchange of rubber goods. A facsimile of the envelope is shown in the accompanying illustration.

PULP AS A FILTERING AGENT.

A. H. Bosworth, Wichita, Kansas: Have you ever tried to filter such liquids as wine of colchicum seed, Fowler's solution, neutralizing cordial, etc., with discouraging results? Try this: Reduce some filter-paper to a pulp by agitating it in a wide-mouth bottle with liquor potassæ. Filter this mixture through a pledget of cotton placed in the neck of a funnel. Wash the residue with water until the filtrate is neutral or nearly so. Then filter your preparation through the remaining pulp. You will find this a very satisfactory filtering agent.

A CASH SALES IDEA.

L. B. S.: For a druggist who does a small business, and who wants to keep a record of his cash sales in the different departments, such as prescriptions, cigars, soda, etc., a good plan is to get differently colored cardboard and cut it up into small squares. Number these from 5 cents to \$1.00, and

then place the proper check in the cash drawer when a sale is made. Of course a modern cash register does away with the necessity of any such plan, but many small druggists do not have registers. In keeping such squares of cardboard as I have described above, it is a good plan to use a paper-box cover and partition it off with pieces of pasteboard, fastening the strips with McGill's fasteners. This makes different compartments for checks of varying amounts.

TO AVOID TROUBLE WITH SOLUTIONS OF SILVER NITRATE.

Crawford T. Ruff, Montgomery, Alabama: Do you experience any trouble in making and dispensing solutions of silver nitrate? If you do the following injunctions will assist you in overcoming the difficulties:

1. Use nothing but C. P. silver nitrate.
2. Use nothing but distilled water.
3. Use nothing but amber-colored bottles.
4. Use nothing but glass or rubber stoppers.

If you will preserve all of the pill and tablet bottles that you get from pharmaceutical houses, and use them for such purposes as this, you will not have to resort to the archaic method of pasting blue paper on a flint bottle.

A POINTER IN MAKING SULPHUR OR ZINC OXIDE OINTMENTS.

J. J. Quinby, Audubon, Iowa: The druggist who uses glycerin to make a smooth ointment of sulphur or zinc oxide occasionally finds that water has collected on top of the mass. This is due to the hygroscopic nature of the glycerin. To avoid this difficulty, rub the sulphur or zinc oxide with castor oil instead of glycerin. The result is a smooth, permanent ointment, on which moisture will not collect.

"CHOCOLATE MINT SUNDAE."

P. I. Minton, Red Bank, N. J.: Here is a new one on me. The other day a woman called for a chocolate sundae with a few drops of essence of peppermint in it, and I prepared it for her. I tried one myself for luck, and say, I was surprised! I have added it to our list of flavors and call it "Chocolate Mint Sundae." "It touches the spot."

A MENTHOL FACE LOTION.

Merle S. Nichols, Burlington, Iowa: I have found the following menthol face lotion, or "Cream of Menthol," to be a very satisfactory product. It can be put up in 4-ounce bottles and sold at 25 cents. Here is the formula:

Tragacanth	8 Gm.
Boric acid	5 Gm.
Menthol	2 Gm.
Alcohol	300 Cc.
Perfume	20 Cc.
Carmine, q. s. to color pink.	
Aqua, q. s. to make	1000 Cc.

Add the tragacanth to 500 Cc. of water and let stand two days; strain. Dissolve the boric acid in 100 Cc. of water, and the menthol in the alcohol. Mix the three liquids, add the carmine, perfume, and add enough water to make 1000 Cc.

KEEPING RUBBER SUNDRIES.

Chas. W. Timmons, Wolcott, Ind.: We are all familiar with the tendency of rubber goods to deteriorate. A good way to keep rubber nipples, bottles, and rubber sundries of small size is to place them in a glass jar having a ground glass stopper. This container is nearly air-tight and will keep the articles in good condition for a long time.

FREEING UTENSILS FROM THE SMELL OF IODOFORM.

H. N. Roy, Buffalo, New York: To remove all traces of iodoform from any utensil proceed as follows: Rub out the container with sawdust. Then wash it with hot water and soap. Lastly rub the utensil with some flaxseed meal. Wash off the meal with water. On drying there will be no odor of iodoform.

[NOTE BY THE EDITOR.—Another article on this subject may be found in this department of the May BULLETIN.]

A PERCOLATING SUGGESTION.

A. H. Bosworth, Wichita, Kansas: For regulating the flow of a percolate the handiest instrument I have seen is an air valve from a bicycle tire. The kind with a metal stem is the best. Remove the interior spring and valve, pass through a perforated cork to fit the percolator, and a slight turn of the cap will regulate the flow to a nicety, or will stop it entirely. It is a convenience that in most places is to be had for the trouble of saving the old valves.

LETTERS.

SOME GERMAN PREPARATIONS.

To the Editor:

Let me say in response to the letter of inquiry from Mr. Turvey, of Henty, N. S. W., Australia, which you have passed along to me for consideration, that there are two varieties of "berg oil" or "berg oel" in Germany—one is black (*schwarzes*) and the other is white (*weisses*). The last-named or white oil is known as "*ol. petræ Ital.*"

Under the first-named variety, *schwarzes berg oel*, three different preparations are known, viz.:

1. *Oleum animale fœtida*.
2. *Oleum rusci* (rectified oil of birch tar).
3. *Oleum terebinthinæ sulphuratum*, also known as Haarlem oil, which has the following formula:

<i>Ol. sulphurat.</i> (balsam of sulphur).....	3 parts.
<i>Petrol. Barbados.</i>	1 part.
<i>Oleum succini</i> (crude).....	1½ parts.
<i>Oleum terebinthinæ</i>	8 parts.
<i>Oleum lini</i>	4 parts.

As to the next mentioned preparation, *altona drops* or *altona tropfen*, two varieties exist so far as I know: first, the compound tincture of aloes of the German Pharmacopœia, and also the *mistura oleobalsamica*, the formula of which is found in the N. F. and also in the German Pharmacopœia.

With reference to the last item, Baunscheidt's Oil, I may give the formula which I find in a reference book on German pharmaceutical preparations:

<i>Euphorbium</i>	15.0
<i>Cort. Mezerei</i>	15.0
<i>Alcohol</i>	70.0
Macerate for 10 days, filter, and add	
<i>Ol. Olivarum</i>	100.0

Assuring you and the readers of your interesting journal of my ever-ready service, I am, with best regards, very truly yours,

ALBERT H. KOCH.

St. Louis, Mo.

A CORN-CURE WINDOW.

To the Editor:

I would like to contribute one of the good selling ads. I have used in making a window display. The article advertised was a corn cure which we make ourselves.

A board was used 4 feet long, 6 inches wide, and 1½ inches thick. One edge was beveled off to

make the slant 1½ inches. I painted the board into twelve equal divisions so as to resemble a foot rule, and these divisions were divided into halves, quarters, and eighths. I obtained a few cobs of corn and about a peck of loose corn kernels. Next I glued corn kernels in each one of the twelve divisions on the board. I placed the cobs in each of the front corners of the window and continued them diagonally towards the center of the window floor. The space between was filled in with empty corn cure cartons. I placed the board so as to make a background, and on this I had a card which read: "A foot has twelve inches, and if every inch had a corn on it Our Corn Remedy would quickly cure them all."

I found that the red corn was the best as it showed up better when glued on the board, and the cobs gave a little color to the window.

Chicago, Ill.

S. BENENSOHN.

TWO FORMULAS.

To the Editor:

I desire to submit two formulas for general criticism on the part of readers of the BULLETIN, if they feel moved to make any comments. The formulas are of my own construction, and, so far as I know, they have given entire satisfaction:

ELIXIR OF BUCHU, JUNIPER, AND POTASSIUM ACETATE.

Potassium acetate.....	640 grains.
Fluidextract of juniper.....	2 ounces.
Fluidextract of buchu.....	1½ ounces.
Magnesium carbonate, q. s. or.....	110 grains.
Elixir aromatic, U. S. P., q. s. ad	1 pint.

Triturate the magnesium with the fluidextract, add 10 ounces of aromatic elixir in which the potassium acetate has been dissolved, filter, and add enough aromatic elixir through the filter to make 16 ounces of finished product.

This contains 5 grains of potassium acetate, 7½ grains of juniper, and about 6 grains of buchu to each fluidrachm.

ELIXIR OF LACTATED PEPSIN WITH GENTIAN AND IRON.

Scale pepsin, U. S. P.....	120 grains.
Diastase	8 grains.
Pancreatin, saccharated	15 grains.
Lactic acid	30 minims.
Acid hydrochloric	45 minims.
Fluidextract of gentian.....	4½ ounces.
Glycerin	8 ounces.
Tincture of citrochloride of iron	
(N. F.).....	1½ ounces.
Elixir aromatic, q. s. ad.....	16 ounces.

Mix the acids with the glycerin and water, and dissolve the pepsin, pancreatin, and diastase in this mixture. Now add the

fluidextract of gentian and tincture of iron (tasteless), and finally enough elixir aromatic to make 16 ounces. Let stand until the pepsin is thoroughly dissolved and filter.

M. E. PATE, PH.G.

Brandenburg, Ky.

"SALERATUS" AND ITS INTERESTING HISTORY.

To the Editor:

There seems to be considerable confusion in regard to the substance called "saleratus." When this country was new and covered with forests, large quantities of ashes were obtained from burning the logs in clearing the land, and also from using wood for fuel. "Potash works" or "asheries" were located in various parts of the country. I well remember seeing an old "ashery" with a long row of leaches and big iron kettles. As a rule the owner of the works was also proprietor of a country store, sending his wagons out through the country gathering up the ashes and paying for them largely in trade.

The ashes were packed in large wooden percolators called leaches, and were lixiviated with water; the resulting percolate or "lye" was evaporated in large iron kettles set in masonry. After proper concentration it was either melted and sold as "potash," or calcined in a suitable furnace, forming "black salts." These by purification formed pearlash. Saleratus was made by exposing the pearlash to an atmosphere of carbonic acid gas in breweries, forming a carbonate of potash. After the disappearance of the forest the industry gradually declined.

Then various parties commenced putting up bicarbonate of soda imported from England and labeling it "saleratus." The new product soon superseded the former, and the old-time saleratus was a thing of the past. What is to-day sold by the trade as "saleratus" is simply bicarbonate of soda.

I have written this article largely from recollection. My father once owned and operated an "ashery" in western New York.

Ithaca, N. Y.

E. L. CHEESEMAN.

DRAWING LIQUID FROM A CASK.

To the Editor:

Starting a siphon with the mouth is unclean and often dangerous. Experiencing much trouble in drawing liquors from barrels with the ordinary siphon, I have hit upon a better device. I take an old stomach pump having a bulb in the center, close the lower end of the tube, compress the bulb, and

then insert the other end in the cask. On relaxing the bulb it fills with liquor. Then on opening the lower end of the tube the liquor flows freely. After filling the receptacle, empty the tube by raising it.

I have only recently embarked in the drug business, and I am more than pleased with the BULLETIN OF PHARMACY. In fact, I would not be without it for many times its price. C. F. BROWN, M.D.

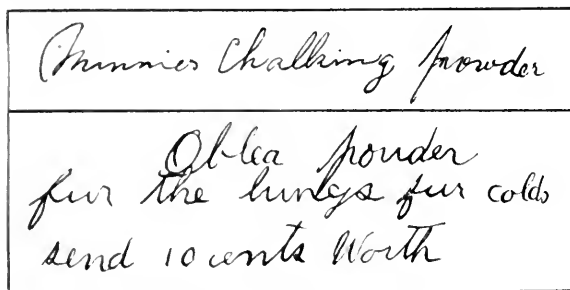
Lamar, Missouri.

[NOTE BY THE EDITOR.—An ordinary syringe with a sufficiently long tube on each end would serve the purpose as well as a stomach pump.]

THE ENGLISH LANGUAGE.

To the Editor:

I have been much interested in the samples of phonetic spelling which have appeared in the BULLETIN from month to month. Let me send you a



couple of contributions. The first calls for Menmen's talcum powder. In the second instance compound lobelia powder was wanted, to be used "fur the lungs fur colds."

E. A. SANBY.

Weston, Ohio.

SUNDAY CLOSING.

To the Editor:

We are very much interested in the question of Sunday closing. Sunday work is harmful to a man, physically, mentally, morally, and spiritually. We have had about two years' experience in drug stores where they were open Sunday all day, but we are glad that we have gotten where we do not work on Sunday except in cases of necessity. Keep the good work going, dear BULLETIN, and give the poor druggist his seventh day's rest!

Pickens, S. C.

BOLT & Co.

To the Editors:

The BULLETIN is the best drug journal I take.

Caldwell, N. J.

W. H. BRITTON.

STATE BOARD QUESTIONS.

The BULLETIN has been requested so many times, both by clerks and proprietors, to publish board of pharmacy questions that it has decided to print a full set every month in this department of the journal.

A GEORGIA EXAMINATION.

PHARMACY.

1. What are the Latin official names of the following: (a) black drop, (b) salol, (c) duotal, (d) carbolic acid, (e) aristol?
2. If 500 milligrammes of Beta-eucaine hydrochloras cost six cents, what will 100 Cc. of a two-per-cent solution cost? *Put down your calculations.*
3. If quinine costs $43\frac{3}{4}$ cents per ounce bottle, gelatin capsules each holding 5 grains of quinine cost 50 cents per thousand, the clerk's time costs 24 cents per hour, the boxes in which he dispenses the capsules cost 72 cents a gross, and the clerk takes ten minutes to dispense them, how much will have to be charged for a box of one dozen of the filled capsules to make one hundred per cent profit? *Put down your calculations.*
4. What is (a) a menstruum, (b) a marc, (c) an excipient, (d) calcination, (e) effervescence?
5. What are the appropriate number of drops to the fluidrachm of most alcoholic preparations and of most aqueous solutions?
6. What are the official percentage strengths of the following: (a) Diluted acetic acid, (b) emulsion of cod-liver

oil, (c) solution of hydrogen dioxide, (d) blue ointment, (e) alcohol?

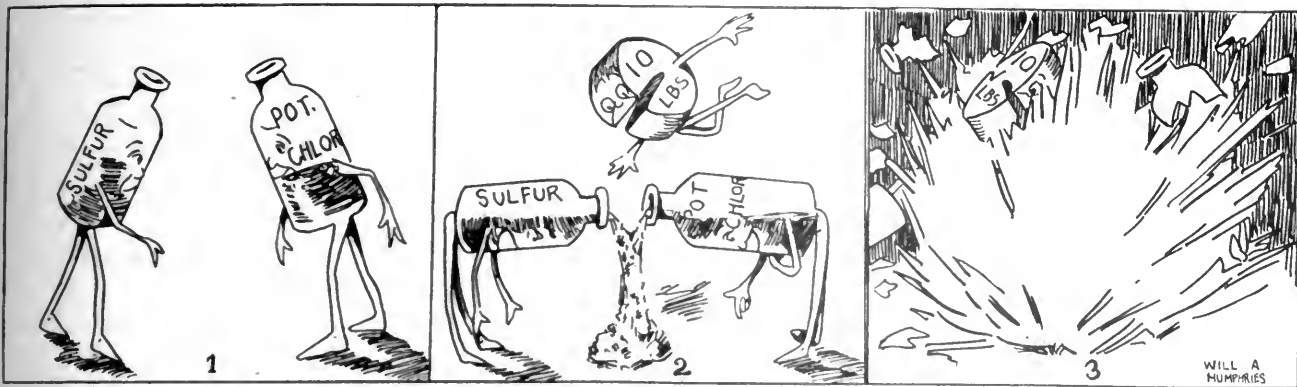
7. What are the differences between ordinary compressed tablets, tablet triturates, and hypodermic tablets?
8. What are official drugs?
9. How many grains of water in the U. S. apothecaries' pint? How many grains in the avoirdupois pound?
10. Give the percentage of drug used in the potent tinctures of the U. S. Pharmacopoeia.
11. How much nitric acid of a specific gravity of 1.20 can be made with Oj of a nitric acid of specific gravity of 1.41?

CHEMISTRY.

- No. 1.—Complete the following equation:
 $3\text{KBr} + \text{H}_3\text{PO}_4 =$
 $6\text{Ca}(\text{OH})_2 + 6\text{Cl}_2 =$
- No. 2.—Give an equation showing how ammonium iodide is made from potassium iodide.
- No. 3.—Give the chemical formulas of
 Boric acid.
 Potassium trisulphide.
- No. 4.—Complete the following equation:
 $\text{ZnO} + \text{H}_2\text{SO}_4 =$
 $\text{K}_2\text{CO}_3 + \text{CO}_2 =$
- No. 5.—Name the alkali group of metals.
- No. 6.—Give the chemical formulas of
 Salt of tartar.
 Orthophosphoric acid.
- No. 7.—Name the halogen compounds of sodium.
- No. 8.—Name the alkaline earth metals.
- No. 9.—Define triatomic alcohol.
- No. 10.—Define the term "phenols" as applied in organic chemistry.



A HANDSOME SOUTH DAKOTA PHARMACY.—Woodward & Co., of Aberdeen, S. D., have one of the handsomest stores in the State. More than that, they enjoy a large and growing business. They handle the best goods available and put quality above price in every department of the store.



[Drawn for the BULLETIN by W. A. Humphries]

A DISASTROUS MEETING—TOLD IN A STORY WITHOUT WORDS.

DISPENSING.

Compound the following prescriptions:

No. 1.

Oleum terebinthinædr. iv.
 Acaciæq. s.
 Syrupioz. j.
 Aquaq. s. oz. iv.

M. et ft. emulsum.

No. 2.

Acidum salicylicumdr. j.
 Sodii bicarbonas.....q. s.
 Aquaoz. j.

M.

No. 3.

Hydrargyri oxidum flavum.....grs. ij.
 Petrolatum albumoz. ss.

M. et ft. unguentum.

No. 4.

Aloes, powdered,
 Rhubarb, powderedāā, grs. x.
 Calomelgrs. xv.

M. et ft. pil. No. 3.

PRESCRIPTIONS AND DOSES.

1. What is meant in a prescription by the terms basis, adjuvant, and vehicle?
2. How many fluidounces are there in one liter?
3. How many grammes does an avoirdupois pound contain?
4. How many grains are in the following added together:
 $\frac{3}{4}$ iv, $\frac{3}{4}$ ij, $\frac{3}{4}$ ij, 1 oz. av.?
5. Translate the following abbreviations: p. c., ad part. volent; ft. collyr.; p. r. n.
6. Criticize the following prescriptions:

R Argent. nitrasgr. j.
 Sodii chloridumgr. x.
 Aquæ $\frac{3}{4}$ ij

Ft. sol

R Strychninæ sulph.gr. j.
 Potassii bromid. $\frac{3}{4}$ iv.
 Aquæ, q. s. ft. $\frac{3}{4}$ vij.

7. If 6 fluidounces contain 90 doses, how much in each dose?

8. What is an excipient, and what do you regard as the best one for general use?

9. What is the usual adult dose of the following?

Aromatic sulphuric acid.
 Dilute hydrocyanic acid.
 Tincture of belladonna.
 Extract of aconite.

MATERIA MEDICA.

1. To what class of proximate principles does tannin belong? (a) State briefly how tannin may be removed from a solution. (b) What proximate principle is common to the mint family?

2. What valuable alkaloidal substance obtained from pomegranate has been added to the U. S. P.? (a) Name its use. (b) Give its dose, in metric terms.

3. In what forms is mercury administered in the metallic state? (a) Common names. (b) What per cent of mercury do they contain? (c) Give dose of each.

4. What valuable coloring principle, what strongly odorous substance, and what laxative drug are obtained from the animal kingdom? Give U. S. P. title of each.

5. What part of the fruit is the nutmeg of commerce? (a) What relation does mace bear to it? (b) Give its habitat.

6. Give the U. S. P. titles for black pepper and cubeb. (a) How would you distinguish cubeb from black pepper? (b) Explain the difference between black and white pepper.

7. Write the English name, give use and dose, of: styrax, aloe purificata, carbo ligni, colchici cormus, glandulæ thyroideæ sicca.

8. What is lycopodium? (a) Give its principal constituent and common adulterant. (b) What part of the drug known as claviceps purpurea is official?

9. What drug derived from a liliaceous plant produces physiological effects similar to digitalis? (a) Its common name. (b) Give the dose of fluidextract.

10. Give official name of the crude drugs submitted.

BUSINESS HINTS.

A Couple of Newspaper Ads.—

Herbert G. Robertson, of Barrie, Ontario, advertises systematically in the local paper. Occasionally, too, he selects one of his newspaper announcements and has the publisher

Does Your Blood Need Iron?

¶ The need of a good iron tonic is always indicated if you feel a continued sense of weakness, especially if accompanied by a pallid, bloodless complexion. A pale face is a sure sign of thin, "ironless" blood. The most pleasant and best way to restore this deficiency is to take our

BEEF, IRON AND WINE

¶ In it the blood-building virtue of iron is reinforced by the nutritive elements of prime, fresh beef, and stimulated by the addition of pure old Sherry Wine.

¶ You cannot take it without becoming at once conscious of renewed strength and energy.

¶ We make our Beef, Iron and Wine in our own laboratory, and know that it is the best preparation of its kind to be had.

Full Pint, 75c.

ONLY AT

**Robertson's
Drug Store,**

One Door East of the Barrie Hotel,
Dunlop Street, Barrie.

Hair Health

¶ Any lack of tone or diseased condition in the scalp is always a threat of baldness. Sometimes the hair is lost so slowly that you scarcely realize that it is going; at other times it goes so rapidly that you cannot fail to notice it. The thing to do is to prevent its going at all—and this can be done by the use of

Robertson's Hair Promoter

It cures dandruff, stops falling hair, and increases the lustre and softness of the hair. We sell it under a positive guarantee. If it fails in any way to give satisfaction the money will be promptly refunded.

Price 35c.

ONLY AT

**Robertson's
Drug Store,**

One Door East of the Barrie Hotel,
Dunlop Street, Barrie.

that they conform to certain standards of which the grocer and other dealers know nothing. The flavor and appetizing quality of the fruits you preserve or pickle depend largely on the spices. You should have those that are both pure and full-flavored. We can supply them at no greater cost than the inferior varieties.

Many spices on the market nowadays are not spices, but are mixtures composed largely of ground cocoanut shells, charcoal, mineral red, and other substances used just to make weight and cheat the purchaser.

We have true spices, and know they are true because they have been analyzed. And while we sell them at about the prices of the adulterated kinds, they are only a third or fourth as expensive. In aroma, they are three to four times stronger. Do you know of any reason why you should buy adulterated spices?

All our spices and extracts are of standard strength and in conformity with the pure food law. We solicit your patronage.
Very truly yours,

By the way, we find that we also have another spice letter apropos of the pickling and preserving season. This was gotten out last year by H. J. Bradshaw, the Columbus druggist. Unlike Mr. Lee's letter, Mr. Bradshaw's communication was printed from type on the first page of a double sheet of stationery. An expensive paper was used and violet ink was employed. Each letter was signed by Mr. Bradshaw in his own handwriting. Here is the text:

DEAR MADAM:

Pickling and preserving time is at hand once more, and as "good spices make good cookery," it behooves you to select only those that are absolutely pure.

We make a special effort in selecting our spices to see that each one is chuck-full of the particular principle that goes to make it good and pungent. None of them is woody and tasteless.

Our vanilla is one of which we may be proud—made, as it is, from the very best Mexican Vanilla Beans, pure sugar, distilled water and grain alcohol to exhaust it, and then allowed to stand from six months to a year to bring out the peculiarly delicate aroma. You will be more than pleased with it, we are sure, if you will use it in your custards, puddings, cakes, and ice cream. It is put up in two-ounce bottles for 25 cents.

Our telephones are Bell 1726 Main, and 3705 Main; Automatic 8318 and 8319, and a call over either one will bring anything you desire in the very shortest time.

Yours very sincerely,

H. J. BRADSHAW.

A Soda Ticket.—

The People's Apothecary Shop, located in the famous town of Gettysburg, Pa., had a soda opening earlier in the season. A handsomely printed invitation was sent out, and enclosed with it was the card shown in the accompanying re-

print some slips of it for counter distribution. The two advertisements which we are reproducing in this connection have been treated in this manner. By such a procedure it is possible to get counter slips at a very slight expense.

A Bit of Seasonable Advertising.—

We are going to reprint the text of a letter which was gotten out the first of August last year by George F. Lee, a hustling and energetic druggist in Middletown, Delaware. Before we do so, however, let us express our opinion that the canning and pickling season is the very time of the year when the druggist can do most to push his line of spices and condiments into prominence with the public. Now is the occasion: grasp it to the uttermost! Talk spices whenever the opportunity offers, and see if you can't get some of the business which has formerly gone to the grocer without asking. Here is the text of Mr. Lee's letter:

DEAR MADAM:

Just now, during the canning and pickling season, spices are largely required. This is the best place we know of to get them. We buy spices with the same care that we do important drugs. We require

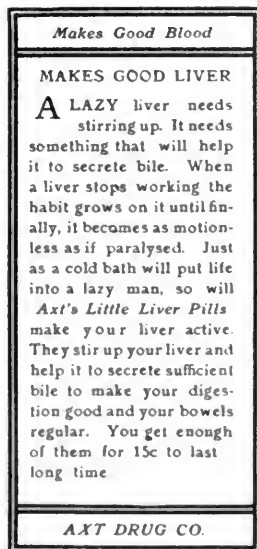
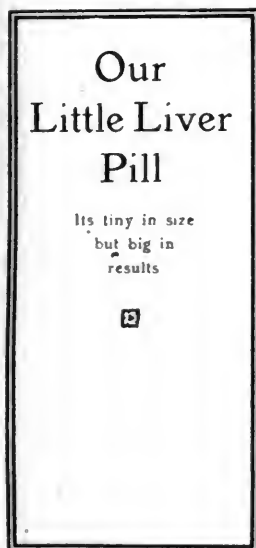
This card entitles you to an introduction to our Quality Soda Water when presented at our Fountain. We assure you the introduction will entertain your taste.

People's Drug Store

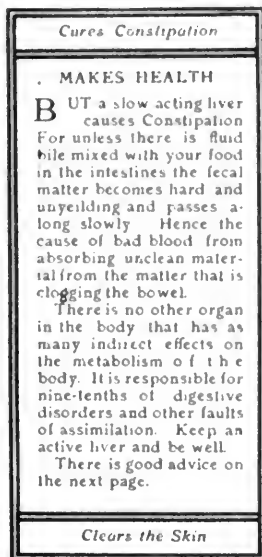
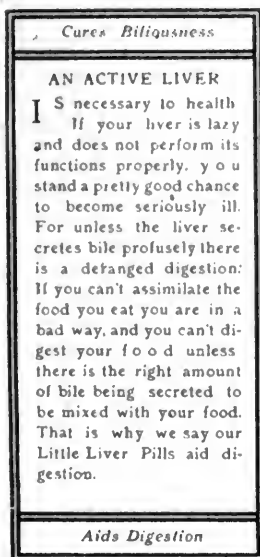
production. The typography of the card strikes us as being particularly beautiful. As for the text, we should have made the last sentence read as follows: "We assure you that the introduction will be entirely to your taste and liking." The words "Quality Soda Water" and "People's Drug Store" were printed in red: the remainder of the card appeared in black.

Exploiting Liver Pills.—

The Axt Drug Co., of Fort Madison, Iowa, have recently gotten out a four-page folder to advertise "Axt's Little Liver Pills." It seems to us so good that we are reproducing it in



Front and rear covers.



Two inside pages.

its entirety herewith. The paper was white and the ink was red and black—red for the border lines and some of the heads, and black for the remainder.

Making Capital of the Food and Drugs Act.—

Some druggists have seen advertising material in the federal food and drugs act. Henry Kephart & Son, of Berrien Springs, Michigan, for instance, have filed a general guaranty with the Secretary of Agriculture at Washington. Doing business entirely within the borders of the State of Michigan, and not coming under the jurisdiction of the federal law so far as their own products are concerned, they were not compelled to take this step, but they reasoned that it

would be a good advertisement with the public to announce the fact that they had taken steps to guarantee all of their products. They thought it would inspire public confidence in their goods, and they accordingly began printing the guaranty number on everything that permitted of it.

This seems like a pretty good idea, and we believe a few druggists elsewhere have taken the same step. We observe, however, that Joseph W. Errant, attorney for the N. A. R. D., expresses the opinion that when one voluntarily places himself under the jurisdiction of the federal law, he is under the obligation of observing the act in every particular. This means, if Mr. Errant is correct, that the druggist under such circumstances must be prepared to state the content of alcohol and the several narcotics on prescriptions dispensed over the counter, on N. F. and U. S. P. goods, and in fact upon pretty much everything. Upwards of twenty States have within the last few weeks enacted statutes closely following the federal act, so that many druggists are after all compelled to observe such a law in its direct bearings upon them. It happens, however, that most of the State measures exempt prescriptions on the one hand, and N. F. and U. S. P. preparations on the other, from the labeling clause of the federal law, so that it is easier to observe them than the federal act.

Exploiting a Face Cream.—

The William B. Riker & Son Co., of Greater New York, make a product which they call "Riker's Violet Cerate." A booklet exploiting this product was recently issued, and the text on the first two pages of this we are reproducing herewith:

YOUR TOILET TABLE NEEDS
RIKER'S TOILET CERATE

for windburns, sunburns, or any irritation of the skin. This preparation was built to cleanse, beautify, and improve the flesh and skin.

Its purpose is to please fastidious, particular people who know what they want and are never satisfied with anything short of perfection.

It is as good for the baby as it is for the mother. A pure, clean, dainty, antiseptic Cerate that will improve all complexions and cure skin troubles.

RIKER GUARANTEES IT.

2-ounce porcelain jar,	\$0.50
8 " " "	1.50
16 " " "	2.75
Special aluminum package, for mail orders, 2 ounces,	.50
<i>Delivered Free Anywhere.</i>	

USED AS A MASSAGE CREAM

RIKER'S VIOLET CERATE

has been used in our Massage Parlors for several years, and has proven its value in this work.

It smooths out wrinkles and crow's-feet.

Removes and heals blackheads and pimples.

Fills up the hollows.

Makes the neck, face, and arms perfect in form and appearance.

Brings back youth's rosy tint to the cheeks.

There is not a particle of grease in

RIKER'S VIOLET CERATE.

No matter how freely you use it, it will not promote a growth of hair—so often done by ordinary creams,

The Value of Road Signs.—

J. E. Moran, in a paper read before the last meeting of the Tennessee Pharmaceutical Association, declared that he considered road signs a good method of advertising. "Metal

signs 8 by 14 inches in size, with your firm's name, can be had at a reasonable cost. Have them put up well on every road that comes into your town. I suggest that fifty or one hundred be placed on each road at intervals, not going farther than two and one-half miles out. Such signs, well put up, will last for years. No one can come in or go out of your town without being impressed that you want people to know who you are, where you are, and what you are doing."

Two of Mr. Cooban's Newspaper Ads.—

Mr. B. S. Cooban, 63d Street and Normal Avenue, Chicago, runs a series of ads. in a weekly newspaper published in the Englewood district of Chicago. We are showing two of them

COOBAN'S CONCENTRATED ESSENCE OF JAMAICA GINGER

For Cramps, Colic,
Cholera Morbus, etc.

The medicinal properties of Jamaica Ginger are generally well known. In all forms of stomach troubles Jamaica Ginger for generations has been a "stand-by" in many a household.

We have a preparation—a concentrated Essence of Jamaica Ginger—that we have reason to believe is the best ever put on the market. At least, many of our customers say so. They should surely know, for they have tested this remedy.

It is excellent for Indigestion, Dyspepsia, Cramps, Colic, Cholera Morbus, Dysentery, Summer Complaints, Diarrhea, Enfeebled State of Alimentary Canal, etc. It is mild and gentle, yet certain in its action and relief.

Price 20c. Per Bottle

B.S.COOBAN & CO.

559 W. 63D STREET, CHICAGO.

COOBAN'S ICE CREAM

It is in a class by itself, and yet it is only what all ice cream should be. It is made of pure cream, sugar and flavoring.

We pay extra for our cream, demanding that it contain 22 per cent of butter fat. We test each lot, and if it falls below the standard we reject it.

We make and freeze our own ice cream so that purity may be insured in every detail.

There are, therefore, other reasons than that they are delicious, why you should if necessary go out of your way to get Cooban's Ice Cream Soda and Sundaes.

B.S.COOBAN & CO.

SIXTY-THIRD ST. AND NORMAL AV.

herewith, reducing them somewhat in size. It strikes us that these ads. might well be used also as counter slips for enclosure in packages leaving the store, or for sending out with the monthly statements.

Selling Brushes.—

Following out their general policy of issuing advertising booklets devoted to different lines of goods, the William B. Riker & Son Co., of New York, owners of seven retail drug stores, got up a booklet not long ago devoted to the subject of brushes. It was really an illustrated catalogue more than anything else, and about the only thing we can quote is the introductory text printed on the second page:

We are very proud of our Bristle Goods stock. We have worked hard to produce a line of goods of the highest quality and the most practical styles at a price the public can well afford to pay. If there is any better anywhere we don't know it, and our prices are right. We stock every kind, with one exception—and that is the "cheap kind."

Another One of the Axt Ads.—

The Axt Drug Co., of Fort Madison, Iowa, are always getting out something new in the line of advertisements. Their latest is a four-page folder which endeavors to make capital of the anti-substitution hue and cry which has been set up in so many American magazines during the last few

FIVE MILLION MAGAZINES

ARE making a hub-bub about "substitution." If you believe what they say, and want the genuine goods as advertised, there is *one place in town* where you can get them. That place is right here. We handle nothing but the genuine standard goods—no substitutes of any kind, at any price.

Axt Drugs

Corner Second and Market Sts.

NO SUBSTITUTION HERE

WE sell what is asked for, and it is always the genuine article, too. Every ingredient prescribed by physicians whose prescriptions are brought here is put into the medicine—the genuine ingredient of finest quality. Nothing "just as good" in place of or is sold here as the thing asked for.

We sell the genuine only.

Axt Drugs

PRESCRIPTION DRUGGISTS

years. The front cover has a plain typographical design and bears this title: "Do You Read Magazines?" The two inside pages of the folder are shown in the accompanying reproduction, considerably reduced in size. The fourth and last page was devoted to a talk on a soap product of the Axt Drug Co. The folder was printed in brown ink on a superior quality of light buff paper.

A Soda Menu.—

In this department of the BULLETIN last month we reproduced the soda menu which had been gotten up by Clarence L. Bonta, a successful Philadelphia druggist. Since then we

Miscellaneous Drinks 5 Cents	Dr. Pepper Coca Cola Root Beer Peppermint Lemonade Limeade	Egg Drinks 10 Cents	Egg Flip Egg Phosphate Egg Chocolate Egg Lemonade Egg Malted Milk Square Meal
Phosphates 5 Cents	Lemonade Phosphate Grape Phosphate Lemon Phosphate Orange Phosphate Cherry Phosphate	Cream and Erenin Soda 10 Cents	Cream Plain Cream Soda Cream With Fruit Walnut Froppie With Nut Chocolate Sander

have received a menu from R. E. Clements, of Goldthwaite, Texas. It is printed on a four-page folder, and we are reproducing the two inside pages in the accompanying illustration, greatly reducing their size.

BOOKS.

DR. WILEY'S BOOK ON "FOODS AND THEIR ADULTERATIONS."

We are certainly entering an era of rigid food and drug inspection. The enactment of the Federal food and drugs act a year ago was the first gun in the campaign. Since then twenty-four or twenty-five States have adopted the Federal law in part or in whole. From now on we may expect that the national and the State governments will look carefully and closely into the character of the foods and drugs which are supplied to the public.

These considerations give timeliness to Dr. H. W. Wiley's new book on "Foods and Their Adulterations." Dr. Wiley, as Chief Chemist in the Department of Agriculture, and as



Dr. Wiley at his desk in the Bureau of Chemistry at Washington.

the chairman of the newly established "Board of Food and Drug Inspection," has played a conspicuous part in the interpretation and enforcement of the food and drugs act, and it is therefore eminently fitting that such a book as the present one should come from his pen. In a word, the book takes up in detail the various kinds of food consumed by the human animal, and discourses upon their character, their utility, and their adulterations. Numerous illustrations are used to enforce the points made in the text, while in the appendix are brought together the several Federal laws which refer to foods, beverages, and drugs, together with the rulings and decisions which have emanated from the government authorities at Washington.

The publishers of the book are P. Blakiston's Son & Co., 1012 Walnut Street, Philadelphia, and the price is \$4.00 net.

THE N. W. D. A. PROCEEDINGS.

The Proceedings of last year's meeting of the National Wholesale Druggists' Association, held in Washington during October, have recently been issued in the customary book form. As usual, Secretary Joseph E. Toms has gotten out a very well-edited and a neatly-bound volume. Other associations might well accept it as a model. The meeting of the N. W. D. A. last year was of unusual importance owing to the then recent enactment of the food and drugs act, and to the large part which this law played in the various debates and discussions. Additional copies of the Proceedings can be secured of the Secretary at 81 Fulton Street in New York City.

A PAMPHLET ON THE EXAMINATION OF PHARMACEUTICALS.

We have recently received an admirable little book on the examination of chemicals and pharmaceuticals, published by E. Merck, of Darmstadt, Germany. The text is written in German and deals particularly with synthetic preparations. While this work was published primarily in response to requests of the German pharmacists, it will be found useful in America also. There are tests for identity and purity, and in many instances qualitative and quantitative analyses are given in detail. The indications of the drug, its dosage and solubility, and the chemical structure are set forth plainly. Any druggist who would increase his knowledge of the synthetic preparations on the market will find in these pages much valuable information.

A NEW BOOK OF RECIPES.

"Henley's Twentieth Century Book of Recipes, Formulas, and Processes" has just made its appearance from the press of the Norman W. Henley Publishing Co., 132 Nassau Street, New York City. The book is edited by Gardner Hiscox, M.E. It contains 787 pages and costs \$3 net. While this volume is not a book of pharmaceutical formulas, it here and there contains many recipes of pharmaceutical interest—formulas for such things as flavoring essences, dentifrices, cosmetics, perfumes, hair restorers, and depilatories. Altogether nearly ten thousand recipes are contained in the volume, and they cover almost every conceivable need and requirement.

A TEXT-BOOK OF PHARMACOLOGY.

A voluminous work of over 1000 pages is the Text-book of Pharmacology by Torald Sollmann, M.D., recently issued by the press of the W. B. Saunders Company, of Philadelphia and London. This edition, which by the way is the second, has been adapted to the Eighth Revision of the U. S. Pharmacopoeia. The work includes sections on Therapeutics, Materia Medica, Pharmacy, Prescription-writing, Toxicology, etc. The price of the book in cloth is \$4 net, and in half morocco \$5 net.

A NEAT PHOTOGRAPHIC DIARY.

Burroughs, Wellcome & Co., London, England, have published a little book of decided interest to any camera enthusiast. It is a compact compendium of photographic information affording valuable assistance to the photographer. While half of the book is devoted to the study of development in its many phases, the remaining pages are intended for a diary on the details of the exposure, the lighting, time of day, and the like, blanks being ruled off for the purpose. The price is 50 cents.

THE AMERICAN POCKET MEDICAL DICTIONARY.

The fifth edition of this popular little Dictionary is received from the publishers, the W. B. Saunders Company of Philadelphia. As before, it is bound in red, flexible morocco, and contains 574 pages of 32mo size. The price is \$1.00 net, and \$1.25 for the thumb indexed edition. The author, of course, is W. A. Newman Dorland, M.D., who is the editor also of a much larger and more complete work known as "The American Illustrated Medical Dictionary."

"THE PACIFIC PHARMACIST."

A new pharmaceutical journal has made its appearance, this time from the Pacific coast. It bears the appropriate and suggestive title of *The Pacific Pharmacist*, and it is published in San Francisco. The editor-in-chief is W. M. Searby, a pharmacist of long experience in San Francisco, dean of the California College of Pharmacy, an ex-member of the State Board of Pharmacy, and a man pretty well known throughout the country in pharmaceutical circles. Associated with Professor Searby in the editorial conduct of the journal are J. H. Flint, Albert Schneider, and H. B. Carey. The first issue was published in May and contained 65 pages of well-prepared text. Dr. Searby's experienced judgment and facile pen were evident throughout the number. The business manager of the journal is the popular and capable Mr. Harry Kaplan.

PRACTICAL PHARMACY.

Criticizing Some of the N. F. Preparations.—

Prof. Wilbur L. Scoville contributes an article to a recent issue of the *Druggists Circular* in which he comments on some of the products in the National Formulary. We are reprinting some of his remarks:

Elixir of Glycerophosphates.—The use of an aromatic elixir made with wine (125 Cc. per 1000), or the addition of about 50 Cc. of wine to the formula, will greatly improve this preparation.

Emulsion of Petroleum.—Yellow petrolatum is better for this than white. It makes a more creamy emulsion. To make it succeed commercially some calcium and sodium hypophosphites should be added.

Essence of Pepsin.—The Angelica wine in this preparation should not be fortified, but should be as low in alcohol as possible to insure an active preparation. Ten per cent of alcohol in the finished preparation is better than 15, because the pepsin will be more active.

Solution of Ferric Oxychloride.—Too much exposure of the precipitate first formed will spoil this preparation. It is important that the ammonia water shall be of full strength (overstrength will do no harm) and that the full amount of diluting water be used. Then the iron solution must be added to the ammonia solution, and not *vice versa*. The washings of the magma should be as rapid as possible (usually two decantations per day, at morning and at night), and the water used should be as free as possible from dissolved air or gases. Finally squeeze all the water possible from the precipitate and thoroughly mix the hydrochloric acid with it. Too much or too strong an acid will make a lighter colored preparation, not as useful for the particular purposes of this solution.

Solution of Iron Albuminate.—The preparation of this requires careful work, particularly in neutralizing the mixture of egg-albumin and solution of ferric oxychloride. The addition of the alkali must be made very cautiously, and an excess carefully avoided to obtain a precipitate that can later be redissolved. A very slight excess of the precipitant will cause trouble. This flocculent precipitate must next be washed with the least possible exposure to air, and then be

pressed lightly to rid it of the excess of water. If all this is skilfully done the magma will dissolve in the solution of sodium hydroxide quickly, and yield an almost clear solution. The preparation is, however, more easily made with twice the quantity of egg-albumin directed, and when so made a clear solution is more likely to result.

The same principles apply to the solution of iron peptonate.

Sponges as Germ Catchers.—

Considering the extraordinary capacity of the sponge for holding water, and the frequency of its use, it is obvious that enormous quantities of water must in the course of time pass through its innumerable cells. For example, says the *Lancet*, if a sponge which absorbs say a pint of water is alternately soaked and squeezed out a dozen times during a bath, the amount of water that has entered into and passed out of the sponge at a single sitting, so to speak, would be twelve pints, so that during a year at this rate no less than 500 gallons of water would have traversed its cells. This estimate is not an exaggerated one, and probably the sponges of most cleanly disposed persons are made to deal with a larger quantity than this.

However that may be, it is obvious that the sponge must arrest the impurities of water just as does a good filter, and sooner or later slimy matter accumulates, the quantity and quality of which depend upon the character of the water-supply. The use of soap would, as a rule, increase the slime owing to the formation of insoluble curds of lime soap. The number of organisms and the amount of impurity in the water may be quite insignificant in relatively small volumes of the water, but when the accumulation caught in a sponge represents some hundreds of gallons of water the sponge may obviously teem with potentialities for evil.

There is no better disinfectant for the purpose than sunlight, and the sponges, after having been washed thoroughly in strong washing-soda solution and rinsed in a weak solution of hydrochloric acid and finally in pure water, should be squeezed and hung up to dry in the sun's rays. This process also renovates the sponge in a most satisfactory manner. Among artificial disinfectants a weak solution of formaldehyde or sulphurous acid would appear to be suitable.

Comments on Two U. S. P. Preparations.—

Charles W. Benfield, at a recent meeting of the Cleveland Branch of the A. Ph. A., declared that a better color and a more suitable product could be obtained in the case of the U. S. P. syrup of wild cherry if 50 Cc. of glycerin were mixed with the water used for the maceration of the drug, leaving the remaining 100 Cc. to be mixed with the percolate. He stated also that the preparation would keep better if the amount of sugar were increased to 750 grammes.

Mr. Benfield raised the question at the same meeting as to whether, in preparing tincture of deodorized opium, there was any objection to shaking the product with melted paraffin wax instead of purified petrolatum benzin. This process, he said, was much more convenient, and it yielded a much more thoroughly deodorized product. In the discussion which followed, Prof. William T. Hankey expressed himself as believing that no objection could be made to such a modification of the process, since the product would exhibit the same morphine assay upon examination.

BOTANY AND MATERIA MEDICA.

Monthly review by OLIVER A. FARWELL,
Botanist of Parke, Davis & Co.

Australian Solanaceae.—

In *The Medical Magazine* Mr. J. H. Maiden has published a paper on the "Australian Solanaceae Considered as Narcotics and Poison-plants." He says that a family of plants which includes the tomato and potato must naturally be a family of great economic value, but that to the physician and surgeon the interest in the Solanaceae is because of the fact that a large number of the species contain narcotic poisons and mydriatic alkaloids. Members of this family of plants are generally held in suspicion the world over, but a considerable number have been honorably acquitted when the evidence has been thoroughly sifted. Mr. Maiden discusses 11 species of *Solanum*, 2 of *Lycium*, 1 of *Stramonium*, 1 of *Nicotiana*, 2 of *Duboisia* (one of which, *D. Hopwoodii*, is used as a substitute for tobacco when the latter cannot be had), and 3 of *Anthocercis*. He also mentions *Adriana acrifolia* Hook (Euphorbiaceae) as used by the aborigines as a substitute for tobacco, and *Amorphophallus campanulatus* var. *Australasica* Maiden, also for the same purpose. This latter, according to the amount smoked, is liable to produce a stupor which may last for several days, or even terminate fatally.

Rhus Glabra, *R. Toxicodendron*, and *R. Aromatica*.—

Dr. E. L. Greene, of the National Museum, has made an exhaustive study of the plants throughout the country which have been referred to *Rhus glabra* Lin. The results of his studies have been published in the *Proceedings of the Washington Academy of Sciences*. He has separated 28 segregates, five of which had already been suggested. Likewise he has taken up *Rhus Toxicodendron* and *Rhus aromatica*; the results of these studies have been published in his "Leaflets of Botanical Observation and Criticism." These last two he considers generically distinct not only from each other but from *Rhus*, which is restricted to *R. glabra* and allies. *R. Toxicodendron* and allies are separated as species of *Toxicodendron*. *Rhus radicans* becomes *T. vulgare* Mill. He enumerates 32 other species, eight of which had already been suggested. *R. aromatica* becomes *Schmaltsia aromatica* (Ait.) Small. He also enumerates 41 other species, four of which already had been suggested.

A New Active Alkaloid from Ergot.—

Barger, Carr, and Dale have announced (*British Medical Journal*) the discovery of a new alkaloid, *ergotoxine*, from ergot which in small doses produces all the effects of the drug itself. Chemically, it appears to be closely related to *ergotinine*, which readily crystallizes, but from which crystalline salts have not as yet been produced; *ergotoxine*, on the other hand, will not crystallize in the free condition, but readily yields crystalline salts. It also possesses a very high physiological activity and undoubtedly plays an important part in the physiological activities associated with ergot and their therapeutic applications.

A New Opium Habit Cure.—

According to the *Pharmaceutical Journal* there is a climbing woody plant, *Combretum Sundaicum* Miq., growing in profusion in Selangor which is said to be a cure for the opium habit. An infusion is made from the leaves after they have been exposed to the sun for a day, chopped fine, and roasted. An anti-opium society has been formed which claims to have made 14,000 cures in the short time since the plant was discovered: it takes only two or three weeks to effect a cure. [Should this report be confirmed we have no doubt that an analysis of the plant would show that it contained morphine or some substance that can readily take its place. At any rate, the indications are that the plant is believed in locally as a remedy for the opium habit.]

Wood Converted into Imitation Silk.—

Consul Kehl, of Stettin, has sent to the Bureau of Manufactures samples of silk yarn and fabrics which have been manufactured out of wood fibers. The plant is located at Sydowsaue, close to Stettin, but public inspection of it is not permitted. The botanical origin of the wood employed is not given by Consul Kehl in his report as given in *Consular Reports*.

Argemone Mexicana Lin., or Prickly Poppy.—

The prickly or Mexican poppy has recently been exploited as a cure for morphinism. Schlotterbeck has proven false the claim of Charbonnier that this plant contains a trace of morphine. The former showed the alkaloids to be berberine and fumarine, but the principal constituent a fixed oil. Fromme (*Nouveaux Remèdes*) has been investigating and states that the alkaloids of *Argemone Mexicana*, which are of value in the treatment of morphinism, are protopine and berberine, and that their physiological actions are entirely different from that of morphine. In addition to the administration of the prickly poppy, local treatment is also given for dyspepsia, diarrhea, and motor troubles; hypnotics are also prescribed.

Poisonous Boxwood.—

Prof. Harvey Gibson has been led to the investigation of a South African boxwood because of the ill effects of the dust upon the workmen. The wood is used for shuttle-making, and the symptoms produced by inhaling the fine dust are headache, coryza, sleepiness, loss of appetite, giddiness, chronic sneezing, nausea, dyspnea, and faintness. The skin of the affected one is of a greenish or pale-yellowish color, and the body and breath gives off a Turkish-rhubarb-like odor. Physiological experiments on the lower animals prove it to be a powerful cardiac poison.

Succulent Euphorbias.—

The succulent or cactus-like euphorbias have been made the subject (*Pharmaceutical Journal*) of careful study by Alwing Berger, curator of the Gardens at La Mortola, and the results of his researches have been published as a brochure by Sir Thomas Hanbury. There are 33 illustrations and 12 new species. Several, such as *E. resinifera* Berg., *E. cattimandoo* W. Ellb., and *E. Tirucalli* Lin., are of pharmaceutical interest.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Some Sundaes for the Soda Fountain.

F. C. R.—Here are some formulas that may prove to be what you desire; they are borrowed from the *Spatula*:

PINEAPPLE WALNUT SUNDAE.

Slice a nice ripe pineapple, peel and chop in small pieces, and cover with powdered sugar; chop $\frac{1}{2}$ pound of walnut meat and mix with the pineapple. Add enough simple syrup to make it workable. Serve same as other sundaes.

MAPLE PECAN SUNDAE.

Chop up $\frac{1}{2}$ pound or more of pecan meats and mix with enough maple syrup to obtain the desired consistency. To serve, place the portion of ice cream in the sundae glass, over which pour a small portion of the syrup and sprinkle with a little cinnamon. On the top put a teaspoonful of whipped cream and a maraschino cherry.

VIRGINIA PEANUT SUNDAE.

Place 2 ounces of peanuts, freshly roasted, shelled, and blanched, in a mortar, and mash them with the pestle. Add 4 ounces of peanut butter and rub together. Then add a little salt, 2 drachms of powdered acacia, and rub again gradually, adding an ounce of water. When you have a smooth paste, gradually add $\frac{1}{2}$ gallon of simple syrup. To serve, pour over a portion of ice cream.

MEXICAN PEANUT SUNDAE.

Prepare the same as above, only add coffee in place of simple syrup, and serve as usual.

COFFEE NUT SUNDAE.

Chop $\frac{1}{2}$ pound of English walnuts, $\frac{1}{4}$ pound hickory-nuts, $\frac{1}{4}$ pound of almonds, $\frac{1}{4}$ pound of filberts, and mix with the desired amount of coffee syrup. To serve, pour small quantity over a portion of ice cream and tip with whipped cream. This is very fine.

FRENCH SUNDAE.

Place a portion of ice cream in a sundae cup. Over this pour a little chocolate syrup. Around the base place slices of banana, above sprinkle with chopped nuts, and top with whipped cream surmounted with a maraschino cherry.

ELDORADO SUNDAE.

Split a banana in two, lengthwise, place in a long dish and cover with ice cream. Around the edge place a candied cherry about every inch, and down the center sprinkle chopped nuts.

ORIENTAL SUNDAE.

Split a banana in two, lengthwise, place in a long dish, and put over it a covering of strawberry ice cream. Around the edges place slices of orange cut in half. On top place some thin slices of citron and sprinkle with cocoanut.

Making Vinegar from Cider.

G. P. writes as follows: "I have five barrels of hard cider. How may this product be converted into vinegar for table use?" Try this method:

Stop the bung-hole of the barrel with an empty bottle, placing the neck downward. Let the sunlight strike the bung-hole. When the vinegar has formed set the barrel in a cool place. In making the vinegar, let there be a moderate degree of heat and free access of external air. The process is hastened by adding to the cider a quantity of mother of vinegar, a whitish, ropy coagulum, of a mucilaginous appearance, which is formed in vinegar and acts as a ferment. The strength of the vinegar will depend on the amount of sugar or starchy matter to be ultimately converted into acetic acid. Cider made from late apples is considered the best for use.

G. P. asks further: "Can you give me a formula for a good, artificial vinegar?" By "artificial vinegar" is meant vinegar made by the quick method with beechwood shavings. This cannot be carried out with any economy on a small scale and requires a plant. A modification of the regular plan is as follows:

Remove the head from a good tight whisky barrel, and put in a wooden faucet near the bottom. Fill the barrel with corn-cobs and lay an empty coffee sack over them. Moisten the cobs by sprinkling them with some good, strong, natural vinegar, and let them soak for a few hours. After the lapse of two or three hours draw off the vinegar and again moisten the cobs, repeating this until they are rendered sour throughout, adding each time one quart of high wines to the vinegar before throwing it back on the cobs. This prevents the vinegar from becoming flat, by the absorption of its acetic acid by the cobs. Mix a gallon of molasses with a gallon of high wine and 14 gallons of water and pour it on the cobs. Soak for eight hours, then draw off and pour on the cobs again. Repeat this twice daily, until the vinegar becomes sour enough to suit. By having a battery of barrels, say four barrels, prepared as above, the manufacture may be made remunerative, especially if the residue of sugar casks in place of molasses, and the remnants of ale, etc., from the bar-rooms around town are used. All sugar-containing fruit may be utilized for vinegar-making.

We know of no short book on the subject of vinegar manufacture.

A Grist of Queries.

T. D. Co.—We cannot undertake to print formulas of proprietary preparations. We may, however, suggest typical formulas for two or three such products as you mention.

A formula for elixir of lactated pepsin, with gentian and iron chloride, appears in this issue in the department of "Letters."

In a general way we may state that compounds of glycerin and heroin contain the following substances: heroin, ammonium hypophosphite, hyoscyamus, white pine bark, balsam tolu, aromatics, and glycerin. You might experiment with this data at your disposal.

TASTELESS QUININE MIXTURE.

Both chocolate and cocoa have been recommended for disguising or masking the taste of quinine. For the purpose the following syrup of chocolate may be used: Soak 1 ounce of French gelatin in cold water until it has ceased to swell; place it, together with $\frac{1}{2}$ pound of bitter chocolate and 8 fluidounces of glycerin, in a large evaporating dish, and heat on a steam bath. As soon as the chocolate has melted, stir well, and add, slowly at first with constant stirring, sufficient hot simple syrup to make 1 gallon of finished product. Vanilla flavoring may be added if desired, about 2 fluidrachms of vanilla tincture being sufficient for 1 pint of syrup.

A LITHIA AND HYDRANGEA PREPARATION.

The following formula will produce an elixir of hydrangea and lithia:

Lithium salicylate.....	240 grains.
Lithium benzoate.....	120 grains.
Fluidextract of hydrangea.....	3 fluidounces.
Alcohol	4 fluidounces.
Water, enough to make.....	16 fluidounces.

Depilatories.

J. B. R. Drug Co. wants a formula for a reliable preparation for removing hair from any part of the body without the use of electricity. We went into this subject quite thoroughly about four years ago (p. 481; November, 1903), giving a formula for a liquid preparation which was very effective, but, as stated at the time, depilatories that will destroy the hair often produce some very obstinate ulcers, and the article in question is no exception. All preparations of this character are alkaline sulphides, and they simply soften or burn the hair so that it can be scraped off with a dull knife—constituting a sort of dry shave! They do not affect the root, and, as in shaving, the hair grows again, each time becoming a little more vigorous.

Perhaps the least harmful depilatory is barium sulphide mixed with sufficient starch, moistened with water, applied,

leaving on till a prickly sensation is felt, then scraping off, washing the part, and applying cold cream.

For a liquid depilatory we suggest the following: A solution of sulphide of soda in crystals in lime-water, 300 grains to a fluidounce. The addition of a few drops of oil of lavender flowers will help to cover the disagreeable odor. The solution should be put in small, glass-stoppered bottles, preferably amber in color; and precautionary directions should accompany each package.

There is no way of permanently removing the hair save by destroying the papilla or root with the electric needle.

A Children's Laxative and Corrective.

S. Z. L.—The following formula is characteristic of the class of preparations to which you allude:

Fluidextract of Alexandria senna.....	1½ fluidounces.
Fluidextract of Levant wormseed.....	3 fluidrachms.
Fluidextract of peppermint.....	2 fluidrachms.
Fluidextract of aniseed.....	3 fluidrachms.
Oil of wintergreen.....	2 minims.
Rochelle salt.....	6 drachms.
Sodium bicarbonate.....	1 drachm.
White sugar.....	2 ounces.
Molasses.....	1½ fluidounces.
Alcohol.....	2 fluidounces.
Water, sufficient to make.....	6½ fluidounces.

A formula for a coal-tar disinfectant was published in this department of the May BULLETIN.

A Liquid Meat "Smoke."

O. R. A. wants a formula for a liquid meat "smoke." It is our belief that pyroligneous acid or creosote is now used commercially as a substitute for the process known as "smoking." No harm can result from the use of the former, particularly since the outside of the meat is discarded. The commercial pyroligneous acid would serve the purpose. An "essence of smoke" can be made with the following formula:

Rectified spirit of tar.....	2 ounces.
Wood naphtha.....	4 ounces.
Mix and add to	
Crude pyroligneous acid.....	20 ounces.

Shake and filter the preparation through a filter wetted with the acid. Color with caramel. This solution should be dispensed clear.

Pasting Labels on Glass and Tin.

H. E. A. writes: "Will you kindly give me the best formula to paste labels on glass, and also on tin boxes?" Elsewhere in this issue, in the department of "Letters," will be found a formula for pasting labels on tin boxes. Consult the department of "Dollar Ideas" also, in the April and June issues of the BULLETIN.

The following formula will make a glue for pasting paper on metals. Doubtless it will serve also for sticking labels



A SUCCESSFUL STORE IN WYOMING.—This shows the pharmacy of C. B. Gunnell in Evanston, Wyoming. Mr. Gunnell is a graduate of the Northwestern School of Pharmacy, and his scientific and professional capacities have recently been recognized by an appointment to the State Board of Pharmacy by Governor Brooks. The Gunnell store is a very prosperous and successful one, and, as may be gathered from the illustration, it is conducted with life and vigor.

on glass: Dilute 1000 parts by weight of potato starch with 1200 parts by weight of water and add 50 parts by weight of pure nitric acid. Keep the mixture in a hot place for forty-eight hours, taking care to stir frequently. Then boil to a thick, transparent consistency. Dilute with water if necessary. Then add, in the form of a screened powder, 2 parts of sal ammonia and 1 part of sulphur flowers. This is a good formula for pasting labels on tin boxes and also on glass.

Percentages of Alcohol in Certain Products.

H. A. K., desiring to label certain products in accordance with the food and drugs act, wants to know the percentage of alcohol in compound syrup of white pine of the National Formulary. It is less than seven per cent.

H. A. K. asks further: "Can you give me the exact percentage of alcohol in the following preparation?"

Oil of sassafras.....	1 ounce.
Oil of cloves.....	¼ ounce.
Oil of hemlock.....	½ ounce.
Chloroform.....	⅛ ounce.
Ether.....	½ ounce.
Capsicum.....	½ ounce.
Camphor.....	½ ounce.
Ammonia water.....	½ ounce.
Alcohol.....	1 pint.

Mix and filter.

In this formula $3\frac{3}{4}$ ounces of material are dissolved in 16 ounces of alcohol. In other words, $19\frac{3}{4}$ ounces of the finished preparation contain 1 pint of alcohol. Therefore, the percentage of alcohol by volume $= 16 \div 19\frac{3}{4} = 128/159 = 0.805 = 80.5$ per cent. These figures make no allowance for any shrinkage of volume which may possibly take place in dissolving the various ingredients in alcohol.

Essence of Pepsin.

G. B. M., Louisville, Kentucky, wants a formula for essence of pepsin. Joseph Herb, Ph.D., in a paper read before the Wisconsin Pharmaceutical Association some years ago, declared that he had evolved the following formula for essence of pepsin. It was very satisfactory, he said, having been developed after considerable experimentation:

Brandy.....	½ pint.
Glycerin.....	1 pint.
Pepsin (1:3000).....	1 ounce.
Muriatic acid (31.9 per cent).....	2 drachms.
Distilled water, enough to make.....	5 pints.

Take the brandy, dilute it with one-half pint of distilled water, add one ounce of sweet milk, shake well, and filter through filtering paper. The filtering is done quickly and results in an almost colorless filtrate. In the meantime dissolve the pepsin in a mortar in two pints of water, mix with the filtrate containing the brandy, and to this add the muriatic acid, diluted with a pint of distilled water. Mix well and fill up with distilled water to five pints.

A formula for solution of iron and manganese peptonate was published on page 121 of the BULLETIN for March, 1907. The quantity of sodium citrate, however, should be 35 instead of 25 parts.

Insects on Cucumber Vines.

G. C. & Co.—Your query regarding insects on cucumber vines, and the methods for attacking and destroying them, has elicited a response from a BULLETIN reader, Mr. M. H. Webb, of Simpsonville, Kentucky. He suggests that you plant one or two onions near each hill of the cucumbers, and the insects will then do no damage. Late cucumbers can be planted in an onion bed. They won't hurt the onions, nor will the insects injure the cucumbers.

Mirror Silvering.

J. B., Fairview, Kansas, requests us to describe a process for making mirrors out of window glass. We suggest the following method:

Make two solutions:

Solution No. 1 is composed as follows: To 8 ounces of distilled water, brought to a boil, add 12 grains of silver nitrate and 12 grains of Rochelle salts. Let it come to a boil for six to seven minutes; then cool and filter.

Solution No. 2 is made as follows: Take 8 ounces of distilled water, and into a small quantity poured into a tumbler put 19 grains of silver nitrate. Stir well until dissolved. Then add several drops of 26-per cent ammonia until the solution becomes clear. Add 16 grains more of nitrate of silver, stirring well until dissolved. Add balance of distilled water and filter. The filtering must be done through a glass funnel, in which the filter-paper is placed. The solution must be stirred with a glass rod. Keep the solutions in separate bottles marked No. 1 and No. 2.

Directions for Silvering: Clean the glass with ammonia and wipe with a wet chamois. Then take half and half of the two solutions in a graduating glass, stirring well with a glass rod. Pour the contents on the middle of the glass to be silvered. It will spread over the surface of itself if the glass is laid flat. Leave it until the solution precipitates.

See also a letter on the subject of silvering mirrors which was contributed to page 341 of the BULLETIN for August, 1906.

Emulsion of Cod-liver Oil with Hypophosphites.

J. C. R. wants a formula for making an emulsion of cod-liver oil with hypophosphites that will not separate much on standing for a week or two. We suggest the following for trial:

Cod-liver oil.....	8 fluidounces.
Yolks of eggs.....	2
Tragacanth, in powder.....	8 grains.
Elixir of saccharin.....	1 fluidrachm.
Tincture of benzoin.....	1 fluidrachm.
Spirit of chloroform.....	4 fluidrachms.
Oil of bitter almonds.....	8 minims.
Sodium hypophosphite.....	60 grains.
Calcium hypophosphite.....	60 grains.
Sherry, a sufficient quantity.	

Dissolve the hypophosphites in five fluidounces of the sherry; then place the tragacanth in a dry mortar, triturate with a little of the oil, add the previously beaten yolks of eggs, and stir briskly, adding the sherry solution as the mixture thickens. When the mixture is of a suitable consistence, add the remainder of the oil and sherry solution alternately, with constant stirring, avoiding frothing. Finally, transfer the emulsion to a bottle, add the remaining ingredients, previously mixed, shake well, and add sufficient sherry to produce one pint. The dose is four to eight fluidrachms.

A Kola Soda Syrup.

H. W. C. wants formulas for Kola soda syrups. Try these:

(1)	Kola wine.....	8 ounces.
	Coca wine.....	4 ounces.
	Blackberry brandy.....	1 ounce.
	Lime juice.....	1 ounce.
	Raspberry juice (from fresh fruit).....	4 ounces.
	Rock-candy syrup.....	8 ounces.

Serve one ounce to a mineral glass, with a little ice.

Wine of kola is made by percolating one ounce of the ground fresh kola-nut with ten ounces of sherry wine.

(2)	Kola cordial.....	4 drachms.
	Coca cordial.....	1 ounce.
	Calisaya cordial.....	1 ounce.
	Muscate wine.....	½ ounces.
	Frothing mixture.....	2 drachms.
	Raspberry syrup.....	12 ounces.

Trim with fresh white grapes.

A Jet-black Ink.

B. & B. want a formula for a jet-black ink. An exceedingly fine ink is said to be produced by the following recipe: 11 parts of gall; 2 parts of green vitriol; 1/7 part of indigo solution; and 33 parts of water. The indigo solution makes the brilliant black still deeper.

Another formula for a black ink was printed in this department last month.

Catarrhal Jelly.

L. A. S.—We are not able to furnish you with a formula for the particular catarrhal jelly which you mention. You might experiment with the following, borrowed from *Modern Pharmacy*:

Menthol	48 grains.
Phenol (crystals).....	24 grains.
Eucalyptus oil.....	120 minims.
Pine-needle oil.....	120 minims.
White vaselin.....	6 ounces.

Melt the vaselin with very gentle heat, dissolve the menthol and phenol in the oils, and incorporate these ingredients in the vaselin. Stir well. Strain through cheese-cloth if there is any sediment.

Predigested Fats.

E. B. B. makes the following inquiry: "Can you suggest any formula for predigesting fats such as a mixture of tallow, cottonseed, and peanut oils?" You might try this: Take a pint of the mixed fats and oils, and melt them together. Shake up this mixture with one ounce of liquid pancreatin. Keep the fats at 100° Fahrenheit for one hour, shaking at intervals. Under the action of the pancreatin, the tallow and fixed oils split up into glycerin and fatty acids. These in turn settle to the bottom of the flask as the so-called "predigested fats." That a mixture of glycerin and fatty acids would serve just as well as pancreatized fats is very evident from the above reaction.

A Stock Solution of Magnesium Citrate.

H. W. C. writes as follows: "Is it possible to make a solution of effervescent magnesium citrate which will remain clear on standing for a week or two?" We answer in the negative. The Pharmacopœia distinctly specifies that this solution should be freshly prepared when wanted. H. W. C. may overcome the difficulty which he has experienced with this preparation by omitting the potassium bicarbonate. This ingredient may be dropped into the solution of magnesium citrate in the form of a forty-grain tablet just before dispensing. Immediately after adding the tablet, cork the bottle and shake it. This will result in a clear, freshly carbonated liquid.

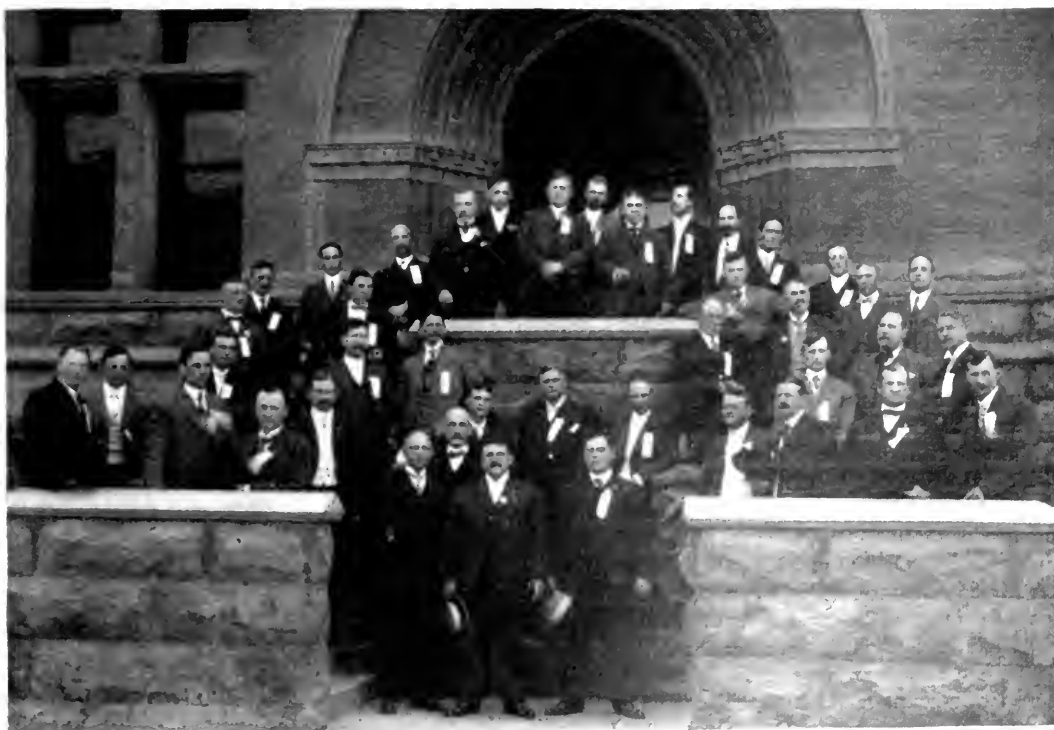
Hair Dye.

The B. D. Co. make the following request: "Could you tell us of a good hair stain or dye?" Try this:

Silver nitrate.....	480 grains.
Copper nitrate.....	90 grains.
Distilled water.....	8 fluidounces.
Ammonia water.....	sufficient.

Dissolve the two salts in the distilled water and add ammonia until the liquid becomes clear.

In using cleanse the hair thoroughly; then apply the dye carefully with a tooth-brush. Finally, expose the hair to the rays of the sun.



A GROUP OF IDAHO DRUGGISTS.—The pharmacists of Idaho have this year formed a State association. The initial meeting was held in Boise late in May. The members of the association, including those also who took an active part in the work of organization, are shown in this picture. The officers of the new body are the following: President, R. W. Smith, of Mt. Home; first vice-president, W. S. Whitehead, Boise; second vice-president, Clem. Wilkins, Coeur d'Alene; secretary, J. B. Latimer, Boise; treasurer, Charles L. Joy, Boise. It is apparent from the photograph that the pharmacists of Idaho are a very prosperous and up-to-date class of men.

DRUGGISTS' SPECIALTIES.

In this department Mr. B. S. Cooban, a practicing pharmacist of large experience in the manufacture and sale of druggists' specialties, will endeavor to provide formulas that will "work" to subscribers who ask for them, and in turn will publish formulas for successful specialties which readers themselves are cordially invited to contribute. All correspondence should be addressed to "Specialties Department," BULLETIN OF PHARMACY, P. O. Box 484, Detroit, Michigan; and all inquirers should conform to the conditions which are stated over the adjoining department of "Queries."

Syrup of Figs and the Pure Food Law.

E. C. M. writes: "Enclosed you will find formula for fig syrup compound. I would like your opinion on the formula; also on the following points:

"1. How would you designate such a compound? Is the title fig syrup compound correct, or should it read syrup of figs with senna?

"2. If Michigan should pass a food and drugs act based on the federal law, how would you change my formula to comply with it?

"3. Would you omit the benzoic acid and use five per cent of alcohol as a preservative?"

The formula is as follows:

Figs, cut, and reduced to a pulp.....1 pound.
Senna leaves.....10 pounds.

Over the above ingredients pour six gallons of boiling water. Let the mixture stand twenty-four hours and press it in a tincture press to obtain $3\frac{1}{2}$ to 4 gallons of liquid. Evaporate the liquid to one gallon; filter it, and in the filtrate dissolve ten pounds of sugar. Add one drachm of oil of peppermint and one-half ounce of benzoic acid dissolved in two ounces of alcohol; add water to make $2\frac{1}{4}$ gallons of finished syrup.

You will find in the following ruling by the Secretary of Agriculture, on the question of compounds and misbranding, an answer to most of your questions:

"It is held that if a mixture of drugs is named after one or more but not all of the active medicinal constituents (not vehicle) present in a preparation, the word "compound" can be used in connection with the name, (a) provided the active constituent after which the product is named is present in an amount at least equal to that of any other active medicinal agent present. Example: If it is desired to make a mixture consisting of oil of sandalwood, balsam copaiba, and castor oil, and call this product 'Oil of Sandalwood Compound,' the oil of sandalwood should constitute at least $33\frac{1}{3}$ per cent of the entire mixture. Or (b) provided the potent active constituent after which the product is named is present in sufficient amount to impart the preponderating medicinal effect. Example: If a product is named after the active constituent, strychnine, the strychnine or one of its salts should be present in sufficient amount to produce the preponderating medicinal effect of the preparation. Or (c) provided the complete quantitative formula, as outlined in the United States Pharmacopœia and National Formulary, be given on the principal label. A declaration of the complete quantitative formula, however, does not exempt the manufacturer or dealer from giving the information required by the act in

the manner prescribed by the regulations. The ounce shall be the unit. The amounts of the ingredients present (excepting alcohol, which is to be stated in percentages) shall be given in grains or minims, and if it is desired the metric equivalent may be given in addition."

It will be seen from the above that neither of your titles could be used, as the figs are not in the predominant proportion or an equal proportion with the main medicinal agent, senna. Of course, you can use the title chosen on goods sold within your own State, until the legislature passes an act bearing on the question. Just what will be done in this direction is uncertain. They may adopt the act in its entirety, or make so many alterations that the original will be lost in a maze. But we believe it will be a safe proposition to follow the provisions of the federal act. A literal interpretation of this ruling would require you to increase the quantity of figs to ten pounds in order to have the name "figs" dominant in your title.

There might be some question under this ruling if you could use the title "syrup of figs compound," the most "potent active constituent" in this case being senna, which would "impart the preponderating medicinal effect" (see b). A strict following of the ruling would make you use the title "syrup of senna compound," or "syrup of senna and figs," the latter probably being preferable.

Benzoic acid is not allowed as a preservative in food or medicinal preparations; therefore, you should drop it from your formula, substituting five per cent of alcohol, which with the sugar will be ample for preservation.

Your formula should make a good laxative syrup. Possibly the addition of more flavor or correctives would lessen the tendency to "gripe" and make the product more palatable.



This druggist does not read the BULLETIN OF PHARMACY.

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THE MONTH'S HISTORY.

THE VARIOUS STATE MEETINGS.

We have been much interested in reading reports of the meetings of the many State associations which have come to us from various sources. It is contrary to the plan and scope of the BULLETIN to print such reports *in extenso*, and to do so this month, indeed, would consume pretty much all our space. In lieu of this it may be well to mention a few things about the reports which are of general interest and importance. First let us say that the themes which have been discussed at nearly all of the meetings are pure food and drug legislation, revision of the Sherman anti-trust law, the N. F. and U. S. P. propaganda, and the present status and future welfare of the N. A. R. D. Con-

siderable enthusiasm has been expressed in a number of instances over the movement to popularize the N. F. and the U. S. P., and definite plans have been devised for execution during the year. In three or four States, where the Federal food and drugs act has not yet been adopted as a local measure, provision has been made to draw up satisfactory bills for introduction in the next sessions of the respective legislatures. As for the Sherman act, a resolution apparently drawn up by the N. A. R. D. officers in Chicago, and declaring that the law should be so revised as no longer to affect the coöperation of retailers in seeking to protect their own interests, has been passed unanimously at a number of the State meetings.

* * *

THEIR ATTITUDE TOWARD THE N. A. R. D.

It must be very gratifying to the standard bearers of the N. A. R. D. that the State associations as a whole have shown no desire to abandon the national organization in its hour of need. So far as we have observed, resolutions of support have been adopted in every State but two: Maine and South Carolina have discontinued their membership in the national body. At the New York meeting the proposition to continue affiliation with the N. A. R. D., and to give it financial and moral support, provoked one of the most bitter and animated discussions at the convention, although the adherents of the national organization finally won their point by a considerable majority. But while the State associations have thus decided to remain within the N. A. R. D. fold, they have shown no enthusiasm over the plan to convert the national organization into a coöperative buying and manufacturing club. In several instances resolutions opposing such a consummation have been adopted, as notably happened at the joint meeting of the six New England associations in Magnolia, Mass. Secretary Wooten addressed several of the State meetings in the Middle West, including those in Illinois and Indiana.

THREE NOVEL MEETINGS.

Three of the State meetings this year have been held under novel auspices. The Maryland Association conducted its sessions on the steamer going to and coming from the Jamestown exposition, and was rewarded with a large attendance. An interesting contrast to this was exhibited in the meeting of the Nebraska association: the members conducted their sessions, and likewise slept and ate, in tents pitched on the fair-grounds park in the town of Seward. Most striking of all, however, was the joint meeting of the six New England associations held in Magnolia, Mass. The Connecticut and Rhode Island societies, having previously held their business meetings in their own bailiwicks, were represented in a social way only. The other four bodies at first held separate sessions, and finally, on the last day of the meeting, met for a joint session at which each association was given the floor in turn. The officers in charge of the meeting were changed every hour, but the discussions were of course open to the entire attendance. The idea was a novel one; nearly 1000 druggists were in attendance; and the meeting was a great success from every point of view. Whether similar joint meetings will be held in the future remains to be decided—at least one or two of the associations are rather against making the practice habitual. One of the incidental benefits of the joint meeting was exhibited by a conference between the representatives of the New England boards of pharmacy.

* * *

OTHER INTERESTING FEATURES.

Some of the other interesting features of the recent State meetings may be summed up in a paragraph or two. Prof. C. S. N. Hallberg was made an honorary life member of the Illinois Association, while the same honor was paid by the Pennsylvania Association to S. A. D. Sheppard, H. M. Whelpley, and Leo Eliel. At the Kansas meeting it was voted to establish a woman's auxiliary. At the New York meeting provision was made for a committee on membership comprising fifty persons, one to be selected from each senatorial district. At the Texas meeting it was decided that a committee of three would hereafter be appointed from each congressional district for the purpose of aiding in the enforcement of the pharmacy and anti-narcotic laws. Sunday-closing was one of the topics of earnest discussion at the Kansas convention, and the opinion was quite

unanimously expressed that druggists should adopt shorter hours on the Sabbath whenever and wherever it was practicable. The Kentucky Association, which can always be depended upon to have one or two papers of an exceedingly novel character, had two this year devoted to no less fascinating a subject than "the antiseptic kiss," contributed by the wives of prominent members—Mrs. J. O. Cook and Mrs. C. A. Leathers. These papers were not illustrated with demonstrations.

* * *

TWO EDUCATIONAL PAPERS.

Among the papers on educational topics, read before the various State meetings, were two presented respectively at the conventions in New Jersey and Missouri. President Hommel, of the New Jersey Association, took strong ground in his address in favor of the enactment of a graduation prerequisite law in the State, and even went so far as to declare that a high-school education should be established as the basis of the structure. W. H. Lamont, in a paper read before the Missouri Association, declared in vigorous language that the colleges of pharmacy, in failing to give adequate instruction in business methods, had not done their full duty to their students and to the cause of pharmacy generally. It was his opinion that colleges should devote nearly as much attention to business as to science, since the practicing pharmacist was as much of a business man as a professional man. The paper aroused considerable attention, and immediate steps were taken to have a chair of commercial pharmacy established in the St. Louis College. This purpose has since been consummated and Mr. Lamont has been chosen to inaugurate the work. It isn't often that a man reads or writes himself into a position in this easy manner!

* * *

THEY DIE HARD.

Reference was made by us two or three months ago to the misfortune of the pharmacists of Minnesota in having thrust down their throats a law providing that druggists who had been residents of the State for one year, and who had had fifteen years' experience in drug stores, could become registered as pharmacists without examination in case they made application within ten days after the enactment of the law. Over 500 applications were made, but the Board of Pharmacy sifted the number down to 190 by a rather severe interpre-

tation of the meaning of the word "experience." At this juncture the State association secured a temporary injunction restraining the Board of Pharmacy from granting registration to these candidates. We observe now, however, that the judge who issued the injunction has finally rendered a decision dismissing it and upholding the law. The claim of the pharmacists was that the law was contrary to public policy in that it granted licenses to pharmacists whose actual qualifications had not been and could not be ascertained. Apparently, however, this reasoning did not seem valid to the judge, and the consequence is that the members of the State association are preparing to appeal the case to the Supreme Court.

* * *

AN UNCOMFORTABLE DISCOVERY.

The pharmacists of the State of Washington are now very much disturbed to find that the Federal food and drugs act, having been adopted as a State measure at the last session of the legislature, contains no provision exempting prescriptions and N. F. and U. S. P. goods from the operations of the labeling clause. The plain result is that every prescription, in order to conform to the requirements of the law, must state the content of alcohol, morphine, cocaine, cannabis indica, acetanilide, and several other narcotics. To be sure, the State officers may not take it into their heads to enforce the law rigidly in its technical details, but the uncomfortable fact is that the law is there whenever any one chooses to have it applied in practice. There is no escape from it. The Attorney-General, in a decision recently rendered in behalf of the State Pharmaceutical Association, has plainly declared that prescriptions are involved as are also every other form of medicament. The druggists of every State were warned by the BULLETIN and by other drug journals to look out for this contingency, and so far as we have been able to discover they have acted upon the warning in every instance save in the State of Washington.

* * *

FOOD AND DRUG RULINGS.

We may say a word or two about some recent decisions of the Board of Food and Drug Inspection, in Washington, giving further interpretations to the Federal food and drugs act. The much-discussed decision No. 72, referring to the use of the serial guaranty by manufacturers, is made the subject of editorial comment on another page, but we

may say here that two or three of the drug journals have exhibited needless alarm because the government authorities have declared that, in accordance with the plain wording of the act itself, a guaranty can only be accepted as a defense when it is given by the person of whom the goods are directly purchased. Another ruling which has been considerably criticized is that in which it is declared that if the name of any of the ingredients of a product be given on the label, the names of all of them must appear, the idea being that otherwise it would be easy for the manufacturer to mislead the purchaser regarding the character of the preparation. Decision No. 75, referring to "the labeling of mixtures of cane and maple syrups," is very interesting in that it clearly exhibits the attitude of the government authorities on the whole question of labeling.

* * *

A TYPICAL DECISION.

This ruling provides that maple syrup may not be called such unless it is a pure product containing nothing else; that the name of the particular sugar represented in excess of 50 per cent should be given the greater prominence on the label; that a product, for instance, consisting of 51 per cent of maple sugar, and the remainder cane sugar, should be called "maple and cane syrup;" that a product, on the other hand, consisting of 51 per cent of cane sugar should be called "syrup made from cane and maple sugar," or "cane and maple syrup;" and that a cane syrup containing only enough maple syrup or maple sugar to give a maple flavor is properly labeled "cane syrup flavored with maple." In other words, the label must tell the truth and the customer must not be deceived. The name of the product must be such that the nature and character of the substance will be clearly indicated. We have dwelt upon this ruling at considerable length because it is typical of the attitude of the government in its interpretation of the Federal law.

* * *

THE GOVERN- MENT MACHINERY.

While speaking of the food and drugs act we may observe that the government is gradually perfecting its machinery for the enforcement of the law. About 40 inspectors have now been appointed and have been distributed throughout the country. Previously to being assigned to their

various posts they were given a thorough course of sprouts in Washington and were afterwards taken on an educational tour by Dr. Kebler, visiting the food and drug laboratories of Philadelphia, Buffalo, Detroit, Cleveland, Pittsburg, and other cities. In the meantime Dr. W. D. Bigelow, chief of the Division of Foods of the Department of Agriculture, took another group of inspectors to New York and Boston, calling upon pharmacies and grocery stores no less than upon manufacturing houses. Government laboratories have been established in New Orleans, San Francisco, Chicago, New York, Boston, Philadelphia, and Detroit. Some difficulty has been experienced, however, in getting a sufficient number of properly trained chemists. The fact that candidates have been required to possess a B. S. degree or its equivalent has had something to do with the shortage, but a greater reason is that time enough has not yet elapsed for the proper training of suitable men. The occupation is not exactly a new one, but it is new in the extent to which it will henceforth be practiced.

* * *

SUNDAY CLOSING IN CANADA.

We are pleased to present in this issue of the BULLETIN a very interesting account of the recent enactment of the "Dominion Lord's Day act" in Canada, from the pen of G. E. Gibbard, editor of the *Canadian Pharmaceutical Journal* in Toronto. Mr. Gibbard's communication will be found in our department of "Letters." In the meantime we observe that the government of British Columbia has decided not to give its consent to any prosecutions under this act, which means that the law will be a dead letter in that section of the Dominion. Mr. Gibbard's letter makes it clear that the druggists of Ontario, at least, are rather against the sale of such things as soda water, cigars, and confectionery on the Sabbath Day. If the druggists of British Columbia are of the same mind they will take advantage of the enactment of the Lord's Day act regardless of the attitude of the government. Down in Texas, on the other hand, we find the druggists opposing a recent Sunday closing law and insisting upon their right to continue the sale of soda fountain beverages on the Sabbath Day. It is exceeding strange that pharmacists, given a chance to get out from under the yoke of long hours and Sunday toil, are more likely than not to protest against such benefits. There is no accounting for human nature.

THE LAUGH ON THE OTHER FELLOW!

The drug trade of the country is in position to laugh now that the Federal government, bent on attacking a "trust" of some kind, has tilted its lance at the American Tobacco Co. and its innumerable attachments and appendices. As a matter of fact, this is a real trust of the Standard Oil type, and the government would have greatly furthered the cause of justice if it had left the N. A. R. D. alone and gone after the American Tobacco Co. and similar corporations in the first place. The bill of complaint charges that the American Tobacco Co. is affiliated with such concerns as the American Snuff Co., the American Cigar Co., the American Stogie Co., and the United Cigar Stores Co. By reason of its connection, too, with the Imperial Tobacco Co., of England, a contract exists which provides for a distribution of the world's trade—and thus this grasping monopoly has sought not only to get the United States within its grip, but to draw its tentacles pretty much around the world as well! Furthermore, through another auxiliary corporation, the McAndrews & Forbes Co., what practically amounts to a monopoly in the licorice trade has been effected, while a similar monopoly in tinfoil products has been developed through the Conley Foil Co.

* * *

THE TOBACCO MONOPOLY.

The government charges that the American Tobacco Co., working through these and several other agencies, has "from the beginning progressively absorbed competitors and driven them out of commerce by aggressively attacking and threatening them with ferocious competition and unfair trade methods, or, failing in this, has purchased them through offers of irresistible sums of money." It is charged also that many of the so-called "independent companies," bought in or forced in under some such methods, are in fact not independent at all, and that the public has thus been misled, deceived, and defrauded. By virtue of the monopoly created in several directions, the tobacco leaf market has been manipulated for selfish purposes, the licorice market has been similarly affected, and opposition of every sort and nature has been ruthlessly attacked and crushed. The drug trade will watch this suit with considerable interest, first because druggists themselves have had a taste of government prosecution, secondly because druggists are large handlers of tobacco

products of every kind, and thirdly because of the extent to which the licorice market has been affected by the American Tobacco Co.

* * *

ANTI-COCAINE LEGISLATION.

Upon further investigation it seems that the Whitney anti-cocaine bill, recently enacted in New York State, contains one feature which has not previously been written into any similar statute. The act provides that jobbers may not sell cocaine or eucaine to any one except he be a licensed or registered druggist, physician, veterinarian, or dentist—which cuts off the sales at retail to consumers or at wholesale to “peddlers” and the like. Furthermore, the wholesaler must keep a special record of all cocaine and eucaine sales, giving the date of the sale, the name and address of the purchaser, the name and quantity of the goods supplied, and the name of the person making the entry. Such a record will be of assistance in tracing the sales of supplies to druggists under suspicion. Incidentally, so far as the responsibility of the wholesale druggist is concerned, we may repeat the remark of a Baltimore nurse, who gave it as her experience a month or two ago that most of the cocaine habitués obtained the drug from peddlers, who in turn were supplied by the jobbers.

* * *

LODER CASE TO BE SETTLED.

At this writing arrangements are being made to settle the famous Loder case out of court. It will be remembered that in the first trial Loder was given a judgment of \$20,000, which, under the Sherman law, could have been increased to three times the amount. A higher court ordered a new trial on a technicality, however, and it is to avoid this trial that both parties are now seeking a satisfactory adjustment. The reports indicate that \$15,000 will be accepted by the plaintiff, but there is a temporary hitch in the arrangements due to the desire of the plaintiff's attorney to have \$3000 added for his personal fees. There is little doubt that a basis of settlement will be decided upon before this issue of the BULLETIN reaches its readers, and thus will come to an end one of the most important chapters in the history of the American drug trade. It was the Loder trial which really led up to the injunction proceedings of the Federal government, and it was the evidence unearthed by Loder which chiefly figured in the government's bill of complaint.

DEATH OF MR. WETZEL.

Henry A. Wetzel, secretary of Parke, Davis & Co. for many years prior to his withdrawal from active work four years ago, and a man well known among the manufacturing and jobbing branches of the drug trade, died at his home in Detroit last month. Mr. Wetzel was born in Berlin, Germany, in 1845, came to this country in 1872, connected himself with Parke, Davis & Co. as early as 1877, and rose rapidly from one position to another until he was made secretary of the corporation.

* * *

We reported last month that since the Indianapolis decree the contract plan had been readopted by the Freeman Perfume Co., the Phenylo-Caffeine Co., and W. H. Hill & Co. Afterwards the Miles Medical Co. came out with a contract plan which was declared by the N. A. R. D. officers to be even better than their first one. The rebate plan of the Cascaret manufacturers was not affected by the decree and still continues in force.

* * *

The Philadelphia Chapter of the W. O. N. A. R. D. entertained the members of the P. A. R. D. a few weeks ago in Fairmount Park. Nearly 100 druggists and their wives were in attendance, and a huge picnic lunch was the *piece de resistance* of the occasion. Mrs. William E. Lee, president of the Chapter, was the guiding spirit of the affair.

* * *

Henry Canning, a well-known Boston pharmacist, and for 44 years a singer in various Catholic church choirs, died last month at the age of 65. Among other offices, Mr. Canning had been president both of the Massachusetts College of Pharmacy and the Massachusetts Pharmaceutical Association.

* * *

Arthur G. Clarke, one of the most popular druggists in Denver, and proprietor of the pharmacy in the Albany Hotel, lost his life recently in an unfortunate automobile accident.

* * *

Wisconsin has a new law forbidding the sale of candy containing intoxicating liquor of any kind. Brandy drops are evidently to be tabooed in that State!

EDITORIAL.

"THE STATUS OF THE GUARANTY."

We feel constrained to dissent from views expressed in an editorial published last month in the *American Druggist* under the caption, "The Status of the Guaranty." Our contemporary thinks "the whole fabric of serial-number guaranties falls to the ground" because the Board of Food and Drug Inspection, in Decision No. 72, has declared that "in no case is a guaranty a good defense, unless it be from the person who sold the goods to the person offering the guaranty as a defense."

But it must be clear to any student of the law that no other conclusion is possible. Section 9 of the statute itself declares that "no dealer shall be prosecuted under the provisions of this act when he can establish a guaranty signed by the wholesaler, jobber, manufacturer, or other party residing in the United States, from whom he purchases such articles, to the effect that the same is not adulterated or misbranded within the meaning of this act." Is it possible to interpret this section in any other way than that the guaranty affords no protection to the dealer unless issued by the person of whom the goods are directly purchased?

But, says our contemporary, the retailer usually buys the manufacturer's goods through the jobber, and he is therefore without protection! Not at all. The jobber also files or issues guaranties in turn, thus, so to speak, passing the protection along; and the retailer therefore has a guaranty from the person "of whom he purchases the articles." Furthermore, every reputable manufacturer may be depended upon to do his full duty without effort to hide behind convenient technicalities. He has made his bed and he will lie in it gladly. He will make his goods conform to the standards and requirements of the law, and he will be prepared to stand behind them manfully.

In the same editorial the *American Druggist*, discussing another and somewhat contradictory phase of the situation, quotes a government official to the effect that, in any event, the guaranties may possibly be worthless for the reason that criminal law always holds individuals responsible for their own acts. If A induces B to commit murder, and B actually does perform the deed, the latter must suffer the consequences regardless of whether he

acted as agent or as principal in the commission of the crime. Therefore, our contemporary seems to argue, a druggist who sells an adulterated or misbranded drug is accountable for his act and cannot be excused because the maker of the article is willing to accept the responsibility.

Is this reasoning sound? It does not seem so to us. To our mind there is no analogy between the two cases at all. There is a heaven-wide difference between a man who commits a crime knowing the nature of his act and a druggist who sells an "original, unopened package" of an article of the nature of which he cannot be expected to have an exact knowledge. The druggist's responsibility inevitably begins when he opens the container, and has the means of examining the product for himself, but there the food and drugs act does not follow—it has jurisdiction only over "original, unopened packages."

SHOULD THE GOVERNMENT PUBLISH THE PHARMACOPOEIA?

The *Druggists Circular* has shown considerable interest in the proposal to have the Pharmacopœia revised and published by the government. The opinions of a number of pharmacists and physicians are printed in the July issue, and while the suggestion is disapproved by the majority, there are not wanting those who argue that the government, having enacted a food and drugs act providing for the adherence to certain standards, should logically establish and maintain those standards itself.

But there are many conclusions which, logical and convincing from a purely *a priori* or theoretical point of view, are visionary and untenable from the standpoint of practical results. If the government were to publish the Pharmacopœia, the standards would tend toward severity and impracticability; the revisers would be a few specialists out of touch with actual conditions; and we should find ourselves gravitating toward the bureaucratic conditions of Russia.

Furthermore, the idea is fundamentally contrary to the very spirit and genius of our government, and for this if for no other reason it is not likely ever to receive serious consideration. The American plan is to give the individual, or the institutions of individuals, the widest possible liberty consistent with the welfare and protection of the public as a whole. The government leaves everything to private enterprise which the latter does with a proper regard for

the public interest, and it interferes only when private enterprise fails to do its duty by the State and the people. Paternalism is adopted only as a last resort.

The government, it is true, has taken a hand in the regulation of the railways, and in the restriction of corporate powers, but it has done so only because some of these "interests" have abused their privileges and have in practice carried out Commodore Vanderbilt's autocratic and selfish suggestion that "the public be damned." There need be no fear that the government will assume the revision and publication of the *Pharmacopœia* so long as the professions of medicine and pharmacy continue to edit the book with a high sense of honor, duty, and thoroughness.

In the meantime the medical departments of the army, navy, and marine hospital service are represented at every pharmacopœial convention, and it might be well to go a step further and arrange for the election of one of the government delegates to the Revision Committee.

RETAIN THE PRESENT METHOD OF REVISION —BUT IMPROVE IT!

While the government is unlikely, for reasons mentioned in the foregoing editorial, to seize upon the *Pharmacopœia*, and while the book would suffer if it did, the truth cannot be denied that the existing method of revising the volume is open to some improvement.

The present Revision Committee is a representative and well-selected body of workers, but it is rather unwieldy in size and its members are so scattered throughout the country that they can rarely get together for consultation. That this largely explains the tedious slowness in the work of revision cannot be doubted, and it is at least open to question whether it would not be better to have a smaller and more compact committee on the one hand, and on the other to provide it with a central laboratory. Perhaps, moreover, most of the members of such a committee could secure leaves of absence from their regular occupations and devote themselves exclusively for a few months or a year to the work of pharmacopœial revision.

At any rate, there would be a few members, located near the laboratory, who could give much of their time to pharmacopœial affairs, and who could consult with each other verbally instead of through

the comparatively slow and unsatisfactory medium of correspondence. And that a smaller committee, with or without the laboratory, would make for rapidity and certainty will not be denied.

To the objection that a committee of ten, say, would lack the experience and breadth of a committee of twenty-five, we may suggest that the present method of utilizing the services of subcommittees of specialists be considerably developed. Members of these bodies need not be members of the revision committee at all, further, perhaps, than to have the chairman in each case a regular committeeman. The employment of such experts, and the conduct of a central laboratory, would of course involve considerable expense, but we understand that, thanks to the recent food and drug laws, nearly 50,000 copies of the last *Pharmacopœia* have been sold, and that a handsome surplus has been placed at the disposal of the Board of Trustees.

There are two other needs:

1. Instead of permitting ten years to elapse between revisions, the committee should be constantly at work, and supplements to the U. S. P. should be issued at intervals during the decade—perhaps every year with annual regularity.

2. A considerable degree of publicity should be given to the work of revision as it proceeds, and the secrecy in which the committee has always been shrouded should be abandoned. It prevents the committee from discovering some of its mistakes until it is too late to remedy them; it denies manufacturers and retailers all knowledge of important changes until the hammer falls, when it takes months, or often longer, to make the adaptation to new conditions; and it is contrary to the spirit in which such duties should be performed. The Revision Committee is a representative body, and it should do its work for the pharmaceutical and medical professions in the same open manner in which Congress does its work for the general public.

Sir William Henry Perkin, who discovered the mauve dye in 1856, and who was consequently considered to be the father of the coal-tar industry, died in London last month at the age of 69. Sir William visited this country last fall, received the degree of LL.D. from Johns Hopkins University, was banqueted in New York by the American Chemical Society, and was accorded many other honors during his stay among us.

PROFITS AND EARNINGS.

A MISSOURI STATEMENT.

A statement which we have received from a Missouri druggist will be found interesting:

To the Editor:

I am enclosing you our business statement for 1906:

RESOURCES.	January 1, 1906.	January 1, 1907.
Stock and fixtures (invoice).....	\$3114.39	\$3318.78
Accounts due	845.17	984.29
Cash on hand	65.12	184.09
	\$4024.68	\$4487.16
LIABILITIES.		
Mdse. due and not due.....	\$1731.51	\$1329.23
Note at bank.....	140.00	140.00
December store expenses.....	38.20	63.70
Balance (present worth).....	2114.97	2954.23
	\$4024.68	\$4487.16
Total receipts	\$7845.35	
Mdse. purchased	5391.05	
Freight and drayage	136.76	
Expenses (rent, heat, light, taxes, insurance, clerk, advertising, etc.)	666.90	
Proprietor's salary	1422.21	
Interest on note	8.40	
Discounts on mdse.	10.00	

I may say that the proprietor's salary of \$1422.21 includes not only the cash taken from the cash receipts, but the cost of merchandise taken from the store and used by myself and my family. Should this merchandise have been included in the cash receipts? I have not taken any account of it, though I consider that the goods were sold even though disposed of at the cost price.

What is the percentage of profit and expense to be gathered from my statement, and what have I accomplished during the past year?

The inventories show an increase of \$204.39 in the stock, while the amount due for goods has been decreased to the extent of \$402.28. My fixtures are not valuable, but I have invoiced them at a depreciation of 10 per cent. The book accounts of \$984.29 are all good with the exception of perhaps about 5 per cent of them, so that \$40 or \$45 might possibly have been written off for depreciation in this quarter.

I am in a town of about 2200 people and there are four other drug stores.

CHARITON.

"Chariton" asks us several questions in the foregoing letter. First he wants to know whether the \$61.32 worth of goods which he and his family withdrew from the store should have been included in the total sales? They certainly should: otherwise the relation between the cost of the merchan-

dise and the amount received for that merchandise is inaccurately shown to this slight extent.

"Chariton" also asks us to estimate what his percentages of profit and expense were. We shall arrive at these figures in the following manner:

The purchases were \$5391.05, and the freight charges were \$136.76, making a total of \$5527.81. The inventories, meanwhile, indicated that the permanent stock had been increased to the extent of \$204.39, so that the goods which were actually sold during the year cost \$5323.42. They brought \$7845.35, and the gross profits were therefore \$2522, or 32.1 per cent.

The total expenses, including the proprietor's salary, of course, were \$2089.11, or 26.6 per cent. Subtracting the percentage of expense from the percentage of gross profit, we find a net profit of only 5½ per cent. This is very small, and doesn't compare favorably with the remarkable net profit shown in the statement commented upon last month. We may say, however, that "Chariton's" salary is larger than most druggists allow themselves. If we were to give him a salary of \$900, and thus make his total expenses \$1566.90, we should have a percentage expense of about 20, and this would make a net profit of 12.1. Perhaps, after all, this is a fair showing, although gross profits of 32 per cent are very small, particularly in a town which supports only five drug stores.

Many of the foregoing figures would be changed slightly if we added to the total receipts the \$61.32 worth of goods which were used by the proprietor and his family during the year, and if we made the necessary adjustment all along the line.

It will be observed that "Chariton" has not put freight down in his list of expenses. This brings up the query: Should freight be charged to expense or merchandise? In our opinion it should be charged to the latter, since freight is manifestly a part of the cost of the goods. Whichever way it is charged, of course, the total income from the business will be the same; but the proper disposition of the amount is of importance in making estimates regarding the percentage of expense and the percentage of profit.

To sum up, "Chariton" has realized a total income of \$2261.37 from his business (minus the suggested depreciation in his book accounts). Of this amount he drew out \$1422.21 in cash and merchandise, while his statement of resources and liabilities shows an improvement in his financial condition amounting to \$839.26.

PERSONAL.

THE NEW DEAN OF THE MEDICO-CHI. SCHOOL OF PHARMACY.

Dr. I. V. S. Stanislaus, now serving his first year as dean of the School of Pharmacy of the Medico-Chirurgical College in Philadelphia, has had an interesting and varied career. Born in 1869 in



DR. I. V. S. STANISLAUS,

Dean of the Department of Pharmacy of the Medico-Chirurgical College in Philadelphia.

South Bend, Indiana, he was taken abroad to Germany four years later by his parents, where he remained until he was twelve years old. He returned to South Bend in 1881, was a student for some years in the public schools, and then apprenticed himself in 1888 to Otto C. Bastian, a successful South Bend druggist. Remaining here for five years, he entered the Chicago College of Pharmacy, from which he was graduated in 1895. Three semesters were then spent in Zurich, Switzerland, in the study of organic chemistry and allied branches. Lunge was the young man's chief professor.

Returning to South Bend again after this second visitation abroad, young Stanislaus was made dean of the newly-established School of Pharmacy at the University of Notre Dame. Here he remained for three years, and then became chief chemist in New York to Osborne, Colwell & Co. Two years more and he was made the chief chemist for the Hege-man Corporation in New York. Still two years more and he began a practice as private analyst,

meanwhile taking a special course at the Brooklyn College of Pharmacy in order that he might perfect his training along purely pharmaceutical lines.

The degree of "Doctor of Pharmacy" was conferred upon him by the Brooklyn College a couple of years ago, and Dr. Stanislaus was then made assistant to Dr. Anderson, the professor of pharmacy in the institution. He continued his teaching in the college and his work as a private analyst until he was appointed last year to the deanship of the Medico-Chi. School of Pharmacy. Dr. Stanislaus has taken hold of his work with characteristic resourcefulness, and among other things he has established a special course leading to the degree of Ph.C. This is entirely made up of laboratory work and is modeled after the courses with which Dr. Stanislaus was made familiar during his experience in the foreign universities.

Recently, during commencement week at the college, the senior class gave a banquet to the faculty at Moseback's Casino, and the Dean was presented with a silver cup bearing an appropriate inscription.

DR. LOWE ELECTED PRESIDENT OF THE PENNSYLVANIA ASSOCIATION.

The members of the Pennsylvania Pharmaceutical Association, gathering for their annual meeting last month at the Bedford Springs Hotel, did an



DR. C. B. LOWE.

eminently proper thing in electing Dr. Clement B. Lowe to the presidency. Dr. Lowe has had an active and continuous interest in the affairs of the

association for many years, is always in attendance upon the yearly meetings, and has contributed many papers of value to the annual proceedings. He is well known as the professor of materia medica in the Philadelphia College of Pharmacy, as a prominent member and occasional officer of the American Pharmaceutical Association, and as the proprietor of an attractive and successful store in the Germantown district of Philadelphia. He was for two successive years the chairman of the A. Ph. A. Section on Education and Legislation.

A PHARMACEUTICAL EDITOR.

Some months ago the *Druggists Circular* celebrated its Golden Jubilee. We are presenting the portrait of the editor of the *Circular* this month,



FRANCIS B. HAYS.

but it is probably quite unnecessary to explain that Mr. Hays has not been with our contemporary during the entire period of its history. As a matter of fact, he has been connected with the *Circular*, in one capacity or another, for perhaps fifteen years.

After having acted as news editor of the journal for a considerable period, Mr. Hays resigned his position six or seven years ago and assisted in the establishment of the *Southern Drug Journal* in Atlanta. On that occasion he justified the prediction of his friends and succeeded in turning out a very piquant and readable paper. Later on, however, he was offered the managing editorship of the *Circular*, and he returned to New York to accept that position. Whether he will be with the *Circular*

long enough to get out the centennial number, and thus complete the historical work begun with the Golden Jubilee issue, remains to be seen. We hope he will.

If we are not in error, Mr. Hays began life in or near the town of Oxford, North Carolina. He was connected with one or more Oxford drug stores during his earlier years, and he knows the retail side of the drug business pretty well from personal experience. Before closing this short article we want to add that Mr. Hays is naturally a humorist, as those druggists know who have read "The Stroller" sketches in the *Circular*. If we were able to print a full-length view of Mr. Hays, instead of the sectional portrait shown in our engraving, it would be very readily understood that he has been abundantly equipped by nature for strolling purposes.

PROMINENT IN THE TEXAS ASSOCIATION.

The accompanying picture shows four men who are conspicuous in the councils of the Texas Pharmaceutical Association. At the left is R. H. Walker, of Gonzales, who has been secretary of the association for fourteen years, and who has at times aroused considerable attention by the caustic and energetic nature of his reports. To use a familiar



Four prominent Texans.

expression, Mr. Walker's utterances have often caused the members "to sit up and take notice." Sitting at the right of Mr. Walker is E. G. Eberle, of Dallas, an ex-president of the association. Mr.

Eberle is secretary of the jobbing house of the Texas Drug Co. and is a well-known attendant at the annual meetings of the American Pharmaceutical Association. The other two gentlemen are ex-presidents H. L. Carleton, of Austin, and J. J. Thames, of Taylor, both of them successful Texas druggists.

TWO PHARMACISTS HONORED.

The brunt of work in most of the pharmaceutical associations falls upon a few pairs of willing



WILLIAM MUIR.

shoulders, but let no pessimist believe that the unselfish labors of such men fail of adequate appreciation. Within the last few weeks two prominent association workers have been neatly and handsomely remembered by their fellows. Dr. William Muir, the pharmaceutical knight errant of Brooklyn, was presented at the recent meeting of the New



CHAS. A. RAPELYE.

York State Association with a diamond-studded locket, in partial recognition of valuable and tireless services rendered the cause of pharmacy during the

recent session of the State legislature. Charles A. Rapelye, of Hartford, at the recent annual meeting of the Connecticut Association, declined a reelection as secretary after having served in this position for eight consecutive years. It suddenly occurred to the members that Mr. Rapelye had done much of the work of the society during that period and that he was deserving of some unusual form of recognition. A handsome loving cup was consequently presented to him amid fitting ceremonies.

A YOUTHFUL PHARMACIST.

At the recent joint meeting of the Oklahoma and the Indian Territory Pharmaceutical Associations, a paper entitled "Behind the Prescription Case" was contributed by William B. Matthews, the fifteen-year-old son of L. Matthews, of Miami, I. T., a member of the Territorial Board of Pharmacy. In the young man's absence the



WILLIAM B. MATTHEWS.

paper was read by some one else, and it caused no little surprise for its excellence. It was voted that a telegram of appreciation be sent to the author.

William began work in the paternal pharmacy at the age of ten, and at twelve he was assisting his father in board matters—grading papers, preparing questions, and answering queries by mail. At the age of fifteen he was graduated from the Miami public school and was the youngest member of his class. The young man is at present employed by the Hadley Drug Co., at Porter, I. T., and expects to take a thorough course in pharmacy as soon as he is old enough to comply with the age and experience requirements of the colleges.

THE PATENT-MEDICINE ORATOR'S FINISH.

Misled by His Success as a Speaker in Selling Dr. Von Himmelstein's Celebrated Indian Blood Purifier, He Attempts a Fourth of July Oration with Results which for a Time Threaten Disaster.

By ARTHUR L. BUZZELL.

"Did I ever tell you about the time I went into the traveling patent-medicine business?" asked the Village Pest one day. "No? Well, I'll do it, then.

"To a certain percentage of drug men," he continued, ignoring second protests, "the traveling patent-medicine business draws like a mustard plaster. There are two classes of draw-ers—those who aspire to a line of can't-get-along-without-it-in-the-house string of dope, and those who take to aloes and water in a short panel, forced onto the 'easy marks' by Texas Jack on a soap-box. Both stand pretty much on the same ground in several particulars.

"Both usually shift all the responsibility either onto the shoulders of some 'eminent German specialist' or some bow-legged squaw 'to whom was imparted this nature-secret by one of those mysterious providences,' etc. Of course the 'eminent German specialist' racket is all right, or would be if it wasn't so terribly overdone; but just why we must believe that a humpbacked squaw who couldn't even make a good skunk soup should be singled out as the bearer of a message from the realms beyond is a question that ought to be submitted to the side-talks department of the *Ladies' Home Journal*.

"I remember that there was smallpox in the neighborhood at the time. But I didn't get it. I fared worse. I got the patent-medicine fever. That was before I reformed and quit the drug business. A stone-cutter by the name of Melvin Stickney and I went into executive session and reported favorably on a life-preserver that we led forth timidly under the comprehensive title of 'Dr. Von Himmelstein's Celebrated Indian Blood Purifier.' We made up what we thought would keep till we could get rid of it, and headed out across the face of the landscape.

"Melvin elected himself Grand Noble Lecturer and delegated me to the care of the hoss. I didn't

kick. I had come to realize early in life that talking would never be one of my strong points; so I grabbed hold of the tail of Melvin's comet and let my legs dangle. Although Melvin had never done any public speaking in his life, he went up against the game like a bat ag'in a stained panel. At first we hit only the country cross-roads; but as he got onto the ropes, and his knees quit wobbling and his voice trembling, we gradually took on bigger places; and at the end of a month we'd just as soon hit Madison Square Garden as Hoop-pole Corners. Melvin commenced to swell up a little and take on airs.

"A man's gifts are limited, though. I never yet saw a genius in disguise. They don't come that way. When a man has lived as long as I have he's got a philosophy of life that doesn't line up very well with that of a young college professor. We get rewards on this earth, not blessings, and if we don't deserve the rewards we don't get 'em. Most men get a dollar and a half a day and that ends it, both ways.

"Business from the start graded A1. In less than three weeks we had Lydia Pinkham backed into the lodge corner, and Hood, Doc. Jayne, and old Hostetter were waving distress signals at each other.

"On the thirteenth day of June, I think it was, in the year of our Lord eighteen hundred and sixty-nine, at about 7.45 p.m., Melvin and I drove into a little town called Appleby. It wasn't much of a place—about six hundred. We put up at the leading hotel and got a good feed, after which we went out onto the streets, and Melvin opened up with a bunch of roars that would have given William Jennings a prophetic vision.

"We had a crowd in no time, and the way the natives reached for the dope indicated which place they expected to go to if sudden death overtook them. I got cramps in my arm passing it out.

However, that being the first night in the town, we didn't let them have all they wanted. That's a trick of the trade. Melvin suddenly called a halt and commenced to spout again.

"This second instalment of misshapen English was entirely uncalled for; and it didn't take me long to tumble to the fact that he was letting himself loose on a somewhat larger plan than a tapeworm talk, just to see what effect it would have on the populace. That disgusted me. I went over to the local Waldorf-Astoria and snuggled into the feathers.

"Next morning when I got up, about ten o'clock, I strolled out onto the porch, and there sat Melvin and a feller that looked enough like Melvin to be a twin brother, engaged in a very earnest conversation. I wanted to know what they were talking about, so I edged up and listened. This was on the morning of July first, mind you; and what that fellow wanted Melvin to do was nothing more nor less than to make a Fourth of July speech for him, and, more than that, in his place—that is, he wanted Melvin to go to Swartzville, say he was lawyer Seymour Billings of Appleby, and do the spread-eagleism that he, Billings, was to get \$20 for doing.

"I won't go into the ghastly details, but it developed that this man Billings was a young lawyer who had shortly before located in that section and who was anxious to make a reputation; consequently he had, through a friend, hustled up the job of doing the Patrick Henry act at the Fourth of July celebration aforesaid. After he'd landed the job, though, he didn't know what to do with it. He wan't no talker. He was as bashful as an old maid with a new bustle, and as the day drew near he came more and more to realize that instead of making a reputation he'd make a jackass of himself.

"So he decided to back out, and was just on the point of sending word that he'd had another bad spell and wouldn't be able to sit up and take solid food until about the middle of August, when he chanced to hear Melvin's masterly dissertation on 'The Coffin Trust Busted; or Dr. Von Himmelstein to the Rescue.' Straightway an outlet opened up before him. Melvin should deliver the oration and get the money, while he, Billings, should walk away with the reputation.

"Fourth of July is no time to sell medicine from the stump, strange as it may seem. People are busy gettin' sick then, not well. Besides, it flattered

Melvin to think his arm-threshing had made such a hit. So he agreed to go.

"Now, getting up a Fourth of July oration ain't quite as easy as it looks. It takes time, thought, and experience. Melvin had the thought, but neither of the other two. A man may have listened to a hundred Fourth of July orations, and still when he comes to make one of his own, not know how to go at it; and I could see by the V of care that wedged itself in between Melvin's misfit eyes that he was having a pretty strenuous time. The more he figured the more perplexed he became, until—well, until he went out and fastened on his skates. In that condition he went to Swartzville and handed in his credentials.

"He looked good on the platform, sure's you're born he did, with his head thrown back like Kaiser Wilhelm's, and one hand in next to his ribs like Napoleon. I stood back in the crowd, sandwiched in between a print dress and a pair of overalls, and waited.

"The chairman of the town board, with a paper collar five sizes too big for him, introduced Melvin—introduced him, of course, as that 'bright and shining light of the bar, Mr. Seymour Billings.' Told a little story, the town pillar did, that had about as much bearing on introducing Melvin as the next lunar caustic will on the sunflower crop.

"Melvin started out all right, following along that preconceived trail that he'd blazed, but along about the time that he cut loose from the cherry-tree and started downstairs with Israel Putnam he began to have trouble; and after he'd taken Pocahontas to the Boston tea party and made John L. Sullivan a signer of the Declaration of Independence, he commenced to realize faintly that his remarks wouldn't stand much chance of being cited as authority on American history.

"'We next come, my fellow cit-i-zens,' says he, 'to that second sanguinary conflict between Ole Bull and the American Provinces known as the War of 1812. This war is said to have been caused by a Shanghai—though some sound logicians grope back farther into the deepening past and affirm that the primary foundation-stone was a certain Plymouth Rock, reasoning somewhat like this: had there been no Plymouth Rock there would have been no Shanghais; nothing, in fact, but wild turkeys and the great American eagle.

"'John the Baptist and Buffalo Bill come in side by side and pass in review before us; but we hurry

on to Eli Perkins, the inventor of that celebrated Southern drink, cotton-gin. This mild and appetizing beverage had the most remarkable run until just before the resumption of specie payments. Col. Pabst soon founded Milwaukee on the left bank of that inland sea, Lake Michigan, precipitating what is known as the Whiskey Rebellion. From there we hurry on to Pike's Peak, and——'

"And for a time Pike's Peak was as far as Melvin got!

"Now there's a wide difference between talking life restorers from the top of a prune box on a street corner and turning out that whoop-a-la 210 proof, we-can-lick-the-world, you-bet-yer-life-we-can product known as a Fourth of July oration. In talking medicine, anything goes; in talking Star-spangled banner, it doesn't.

"In selling medicine you can let your hair grow long, shove your sombrero onto the back of your head, strike your breast close to where you've got pinned that tin medal you made yourself, and tell the natives that Coin Harvey discovered strangulated hernia one crisp morning in November while out tending his muskrat traps, and every mother's son will believe you. But you can't face an enlightened concourse of representative American citizens full of red pop and patriotism and tell them that Balboa went over Niagara in a barrel. There's a difference, somehow.

"Well, catcalls and jeers began to make it hard for Melvin to follow his chain of thought. So far he'd kept talking, although the effort to do so had taxed his resources to the utmost. But as he proceeded he began to wobble, then to hesitate, then to stammer and repeat. If I could have got away I'd have dug out. But I couldn't, so I just hung my head and sweat.

"Now there's always one thing a feller can do when he gits to talking something that he doesn't know antyhing about, and that is to switch onto something that he *does* understand. That's why you can't stick a seasoned talker, no matter what subject you give him. He'll blaze away till he tells what little he knows, and then he'll amble off into the general results like a calf through a pasture fence, and he'll do it so smoothly that you'll probably never know you've been hornswoggled.

"But unfortunately the only subjects that Melvin understood thoroughly were grave-stones and Dr. Von Himmelstein's Celebrated Indian Blood Purifier.

"‘This great American Republic—this great American Republic—’ I heard him say, uncertain-like; and then came the inevitable! This great American Republic—needs a tombstone. That is, not that it needs it, but it will get it if it does not attend in time to its bodily infirmities. A wart leads to a tumor, a tumor to a carbuncle, a carbuncle to an early grave. But out over the downward pathway there projects a guide-board pointing to a better way, to the happy valley of health and happiness. Scintillating in the glare of an enclosed sheaf of sunbeams, the legend that it bears puts hope in the fainting heart, life in the drooping frame, a rosebush in the front yard, a cot behind the coal stove. I refer, my fellow sufferers, to that great discovery, Dr. Von Himmelstein's Celebrated Indian Blood Purifier. In order to introduce this celebrated remedy——'

"The crowd went wild. Cheer after cheer rent the atmosphere. They thought that was about the best they'd ever listened to. They thought that the young attorney, Billings, realizing that his attempts to amuse them by a somewhat reckless handling of history was being misunderstood, had suddenly switched to another extreme and was imitating a patent-medicine fakir, and the allegory appealed to them not only as being extremely humorous, but also very much to the point. The body politic did need a blood purifier, it surely did.

"Melvin wasn't slow in seeing his opportunity. He knew how close he'd been to the brink—no one knew better. During the two or three minutes of breathing space that was allowed him he regained control of himself partially. He staggered over to where sat the chairman of the town board and whispered down his wilted paper collar. Then Melvin sank back in a chair and let his head drop onto his shirt front.

"When he could be heard the chairman raised his voice: ‘Gentlemen an’ ladies,’ he said, ‘it is with extreme regret that I state that our friend Mr. Billings has been overcome by the heat, although his breath smells as if it was somethiang else. We will now have a song by the June Bug Quartette.’

"After the crowd had dispersed I went up onto the platform, woke Melvin up, and took him over to the hotel. In the afternoon, armed with an order from the orator, I made an attempt to collect the \$20. I got \$7.

"That night we hitched up the old white hoss Lazarus and cantered off across the State border."

A HANDSOME STORE IN PHILADELPHIA.

That of Jacob Goldhaber at the Corner of Fifth and Wharton Streets—Some of its Commendable Features—Nearly 12,000 Prescriptions Dispensed the First Year.

One of the handsomest stores in Philadelphia is that of Jacob Goldhaber at the corner of Fifth and Wharton Streets in the southern section of the city.



Jacob Goldhaber, who owns two stores in Philadelphia.

Two views of it are shown in the accompanying illustrations.

Mr. Goldhaber emigrated from Russia twenty-three years ago at the age of eighteen. Drifting into the drug business later on, he was for two and a half years the manager of a store for Dr. J. D. Love at the corner of Fourth and Monroe. Then he established himself in business at the corner of Fifth and Queen Streets.

As a proprietor Mr. Goldhaber was a success. He made money—so much money that in a few years he was able to buy out the store at the corner of Fifth and Wharton Streets and fit it up in the most elaborate manner.

MRS. GOLDHABER A DRUGGIST ALSO.

He still owns both stores. He gives his personal attention to the new one, while Mrs. Goldhaber, herself a registered druggist, manages the first store a few blocks away at the corner of Fifth and Queen.

About the new store: It was purchased by Mr.

Goldhaber in October, 1905. Up to that time it had been a dismal failure. Nothing daunted, however, he spent \$3000 for fixtures, put in two handsome windows 8 by 12 feet in size, and made as attractive a store as he knew how.

It was a success from the very start. During the first year and two months Mr. Goldhaber dispensed no fewer than 11,398 prescriptions! Very soon the new stand became more profitable than the old one.

Mr. Goldhaber's business is pretty well limited to legitimate pharmacy. His great specialty is prescriptions. He has little in the way of side-lines, except toilet goods and cigars.

Back of the prescription case the store is as clean and well ordered as in front. The sink is quite different from the customary drug-store variety. It is rather more suggestive of a modern bathroom, and everything about is as spick and span as could be desired.

A novel and commendable feature, to be found back of the prescription case in the rear of the room, is a refrigerator built right into the fixtures



Exterior of the new Goldhaber pharmacy at the corner of Fifth and Wharton Streets. These windows are said to be the largest in any Philadelphia drug store. They are 8 by 12 feet in size.

and finished up as handsomely as any other part of the store. It is used for keeping such perishable products as serums, vaccines, ointments, and solution of magnesium citrate.

Regarding the latter product, it may be interesting to state that Mr. Goldhaber makes 32 bottles of this at a time—a supply which ordinarily lasts only two or three days. He has succeeded in building up a pretty nice trade on this preparation. In mak-

to the utmost advantage. The same idea is employed with the dispensing supplies kept on the shelves over the prescription counter.

At either end of the prescription case, in the corridors leading to the rear of the prescription counter, are small drawers used for various dispensing supplies—another scheme making for economy of space.

We have spoken of the refrigerator back of the



This shows the interior of the new Goldhaber pharmacy. It was fitted up two years ago at an expense of \$3000. During the first year and two months of the business, 11,398 prescriptions were dispensed.

ing the product, he leaves out the sodium bicarbonate, adding this at the last minute when selling the bottle to the customer—a method which is of course familiar to most druggists.

FEATURES OF THE NEW STORE.

Another unique feature of the prescription department is seen in the formation of the closets used for pills, tablets, and the like. In each closet are three series of shelves, one behind the other—a plan which makes it possible to utilize the space

prescription case. In that connection we might also have mentioned another commendable feature—a dark closet for essential oils, enabling these delicate and perishable products to be kept away from the light.

The secret of Mr. Goldhaber's success is largely to be traced to the efforts which he has made to enlist the respect and support of the physicians of the neighborhood. The result is that the doctors purchase their supplies at the Goldhaber pharmacy and send their prescriptions to the same place.



THE N. F. UNDER CRITICISM.

The Folly and Danger of Making it a Legal Standard in its Present Form—The Imperative Need of Radical Revision and Improvement if the Interests of Pharmacy and Pharmacists are to be Safeguarded—Some of the Errors of the Book in Detail.

By GEORGE M. BERINGER.*

The druggists of the United States are confronted by a paradox. "The National Formulary of Unofficial Preparations" has been declared by the Federal food and drugs act of June 30, 1906, to be "official," and some of the State legislatures have already followed this example in State acts.

A PARADOXICAL SITUATION!

Thus a number of preparations that because of lack of merit or insufficient trial were denied admission in our Pharmacopœia, and a number of others that for various reasons were dismissed therefrom as no longer worthy of official standing, are all declared by law to be "official" and of the same value as legal standards as the pharmacopœial "drugs!" The term "official" as used and limited by pharmacopœial authority is by legal enactment perverted to cover the "unofficial." The opinions of experts, physicians, and pharmacists alike, and of men who have devoted their life-work to the study of pharmaceutical problems, are thus ruthlessly cast aside by legislators who have never seen either a Pharmacopœia or National Formulary, and the tests laid down in the National Formulary (which work is noteworthy for the absence of tests) are declared of equal legal authority and standing with the voluminous and exact tests of the Pharmacopœia!

The writer does not want to be misunderstood in thus calling attention to this anomalous condition of things. The enactment of pure food and drug laws is "righteous legislation," meriting the support and encouragement of every patriotic and honest citizen. On the other hand, however, such laws should be as just to the manufacturer as to the consumer; equitable alike to producer, dealer, and consumer. Further, they should be free from misstatements and errors so as to afford a permanent relief and to escape adverse legal decisions.

The movement inaugurated by the American Pharmaceutical Association, which looked toward

the establishment of uniformity in those medicines dispensed on physicians' prescriptions for which there was no authoritative standard, and which culminated in the National Formulary, was a correct and wise movement, and it is to be regretted that the scope of the work was not restricted to this particular field and kept within well-defined limits.

THE N. F. GOES TOO FAR.

Not the least defect in the book is the desire of the authors to extend the work beyond reasonable bounds. The same spirit and ideas that led to the inclusion in this edition of formulas for battery fluids, antiseptics, corn-cures, camphor ice, bay rum, and talcum powder, if allowed to go on unchecked in subsequent editions may include formulas for hair dyes, hair tonics, beverages, skin foods, and the hundreds of toilet articles and domestic aids that are being sold by druggists.

The desire to offer Formulary substitutes for all proprietary medicines prescribed by physicians has been carried to the extreme, and in some instances has led to still greater confusion and diverted the prescriber further from the true ethical position of prescribing such combinations of simples and official remedies as are best suited to each patient.

If, on the contrary, the original intent to limit this work as portrayed in the preface to the first edition in the following language: "Without referring to the more ephemeral preparations, or to such as are of a proprietary character, or are used by the public for self-medication, there is a large number of others, which are more or less frequently prescribed by physicians, or demanded by the public, but which are not recognized by the Pharmacopœia, either because they were not deemed by the revisers to be of sufficient importance to be included in the official work, or because they originated subsequently to the appearance of that work, or for other reasons"—if this original intention, I say, had been carefully and systematically carried out, a far greater degree of uniformity would ere this have

*Read at the annual meeting of the New Jersey Pharmaceutical Association, in Asbury Park, June 13, 1907.

been established. Our legislators, now placing the stamp of legal standard upon the volume, should have found a work of accepted authority, and the drug trade should not have been discovered in a state of unpreparedness and thrown into confusion by these acts of legislation. The volume itself bears ample internal evidence that the committee compiling it did not anticipate such early and broad legislation.

It becomes, however, our duty frankly to criticize the errors and defects existing in the book, especially if these are of such a character as to render it unsafe or dangerous as a legal standard. The scope of this paper will not permit the discussion of *all* errors in the Formulary, and the writer will have to limit his criticism to types of errors with a few specific illustrations.

THE SITUATION IN NEW JERSEY.

In the pure food and drug law passed by the New Jersey Assembly (Laws Session of 1907, Chapter 217), the druggists of the State, in the operative language of the day, have been handed a lemon. This act deems as adulterated a drug sold under or by a name recognized in the United States Pharmacopœia or National Formulary, if it differs from the standard of strength, quality, or purity as determined by the test laid down in the United States Pharmacopœia or National Formulary official at the time of the investigation. It makes it an offense to distribute or sell, to manufacture for distribution or sale, or to have in possession with intent to distribute and sell such article of drug under a penalty of fifty dollars for the first offense, one hundred dollars for the second, and two hundred dollars for the third and each subsequent offense.

REVISION IMPERATIVELY DEMANDED.

With stringent and unnecessarily harsh laws of this kind confronting us, is it not imperative that pharmacists insist that our legal standards be correct, and that, at the earliest date possible, the National Formulary be revised by a competent committee with a view to its legal standing and instructed to change its scope and formulas so as to make them a satisfactory authority?

The authors of the National Formulary have already published a list of corrections of errors and three reconstructed formulas, but this by no means covers all of the existing errors or represents all the formulas that are in need of reconstruction.

In critically examining the volume, one is impressed with the clumsy and unscientific way in

which quantities are frequently given, especially in the alternative quantities stated in the apothecaries' system. The word "troy" ounce is incorrectly used for the "apothecaries'" ounce throughout the entire volume, and the occurrence of such statements as $2\frac{2}{3}$ troy ounces, $5\frac{1}{3}$ troy ounces, $1\frac{5}{8}$ fluidounces is common. It certainly would have been more in keeping with pharmacopœial example and correct pharmaceutical custom to have stated these fractions in drachms, grains, fluidrachms, and minims.

While the preliminary notices explain that "the alternative quantities are proportional, but not identical, and therefore not interchangeable with the metric quantities given," it is but fair to assume that in any single formula two equivalents of the fluidounce should not be given if the quantities are proportional. As an example of this type of error, the formula for glycerite of guaiac is cited, where on one line one fluidounce of solution of potassium hydroxide is equivalent to 32.5 Cc., and on the next line one fluidounce of glycerin is equivalent to 30 Cc.!

THE NOMENCLATURE AND TITLES

adopted should have been in harmony with those of the Pharmacopœia. As an example, "Phenol" should have been used instead of "Carbolic Acid," and the several titles in which this occurs should likewise have been corrected.

The titles and synonyms should also be in accordance with a uniform style or rule, and in conformity with modern ideas of chemistry. This would have eliminated such synonyms as "Syrup of the Hypophosphates of *Lime* and *Soda*." Some of the Latin titles adopted are unfortunate, as, for example, the use of "Elixir Chloroformi Compositum" for a preparation that is not an "elixir" within the meaning of any modern pharmaceutical definition of that term.

Another title that appears as a misnomer is "Syrupus Hydrochlorophosphatum," with "Compound Syrup of Phosphates with Quinine and Strychnine" as the English translation of that title. As the hydrogen chloride present in the formula given per litre is only that in combination with 4.4 Gm. quinine hydrochloride, the presence of "Hydrochlorophosphates" is hard to conceive and certainly does not warrant the use of such a title. The quinine salt might be replaced by the equivalent amount of the alkaloid, the Latin title corrected to correspond with the English translation, and the present synonym dropped.

Another obsolete and incorrect title is "Syrupus Actææ Compositus," which should be changed to *Syrupus Cimicifugæ Compositus*. When it is recognized that the genus *Cimicifuga* was delineated by Linnæus in 1774, and that the American *Cimicifuga* or "Black Cohosh" was so named and described by Nuttall in 1818, it must be apparent why the name *Actææ* given to another distinct genus should not enter into this or any other correct title for a preparation made from *Cimicifuga racemosa* (L.) Nutt.

THE METHOD OF CITING BOTANICAL SOURCES AND AUTHORITIES

by the final addition in brackets of the common or English name of the plant grates harshly on the minds of those who are accustomed to see and use botanical binomials correctly. This is particularly noticeable in the section devoted to fluidextracts. As an example, "From the bark of the root of *Cornus florida* Linné (Dogwood)" would be more correctly stated thus: "From the bark of the root of Dogwood, *Cornus florida* Linné."

On page 143 we are informed in a note that "Mullein flowers are obtained from *Verbascum Thapsus* G. Meyer. The German Pharmacopœia, from which the formula is taken, states that Mullein flowers are obtained from two distinct species, *Verbascum phlomoides* and *Verbascum thapsiforme*, but does not give as a source the common Mullein *Verbascum Thapsus* Linné."

The title "Fluid Extractum Convallariæ" should have "Florum" added to distinguish it from the pharmacopœial "fluid extractum convallariæ" made from the rhizome and roots.

WHAT IS A PILL?

The introductory notes to the section on pills contain several items of interest to the manufacturers whose products must comply with these legal standards or else be deemed as adulterated or misbranded, and likewise to the retailer who sells the manufacturers' products or who proposes to prepare small quantities of pills extemporaneously. A "pill" must "weigh not less than 0.06 Gm. or 1 grain," so that we must cease labeling as "pills" the most active forms of such medication if under that weight.

The directions for "sugar-coating" may answer for the pharmacist who is compelled to extemporize a method for coating a few pills for a prescription. The product of the "official" directions would be misbranded if labeled "sugar-coated," however, as

the coating is acacia and sugar of milk. It is safe to venture the assertion that no manufacturer uses this method for sugar-coating on a commercial scale. Yet this is the *only legal standard* for sugar-coated pills. For silver-coating a one-pound ointment jar is directed irrespective of the quantity. Surely such directions should be omitted from this book and delegated to the various unofficial works on practical pharmacy, where errors cannot become a source of annoyance and danger to honest dispensers.

A NEW HOBBY: THE USE OF SACCHARIN.

We regret to note in this edition of the Formulary the introduction of a new "hobby," namely, the use of saccharin in certain formulas. Syrup of Quinidine contains 32 Cc. of solution of saccharin and about 900 Cc. of syrup of orange flowers in each 1000 Cc.; Glycerinated Elixir of Gentian contains 30 Cc. of solution of saccharin, 400 Cc. of glycerin, and 200 Gm. of sugar in 1000 Cc.; Elixir of Terpin Hydrate contains 1 Cc. of solution of saccharin, 400 Cc. of glycerin, and nearly 200 Cc. of syrup, in 1000 Cc.; and the Compound Cathartic Elixir contains 4.5 Gm. of saccharin in addition to nearly 700 Cc. of aromatic elixir in 1000 Cc. As official saccharin is considered to have at least 500 times the sweetening power of sugar, we have in this latter formula the equivalent of 2250 Gm. of sugar, plus the sugar present in the aromatic elixir! Can it be argued that saccharin is needed in any of the formulas cited? If not, then its use is an abuse that should be discontinued.

THE COMPOUND CATHARTIC ELIXIR

of this edition is so radically different from that of the former edition that it can never be substituted therefor. The two formulas, placed in parallel columns, would strikingly illustrate this and would suggest the statement that if the formula of the second edition was so unsatisfactory as to necessitate an entirely new formula, its use could not have been extensive and the preparation should have been dismissed.

ELIXIR CATHARTIC COMPOSITION, N. F.

Second Edition.	Third Edition.
Fluidextract of Senna.....125 Cc.	Fluidextract of Frangula.....125 Cc.
Fluidextract of Podophyl- lum 62 Cc.	Fluidextract of Senna.....100 Cc.
Fluidextract of Leptandra. 50 Cc.	Fluidextract of Rhubarb. 62 Cc.
Fluidextract of Jalap..... 50 Cc.	Spirit of Peppermint..... 14 Cc.
Potassium and Sodium Tartrate125 Gm.	Solution of Potassium Hy- droxide 4.5 Cc.
Sodium Bicarbonate..... 16 Gm.	Saccharin 4.5 Gm.
Compound Elixir of Tar- axacum250 Cc.	Aromatic Elixir (U. S. P.), a sufficient quantity to make1000 Cc.
Elixir of Glycyrrhiza, a sufficient quantity to make1000 Cc.	

It certainly was not the intent to have the Formulary conflict with the Pharmacopœia, and so the formula for Balsamum Traumaticum could have been omitted, for in the note we are advised that "The official Tincture Benzoini Composita is a simplified preparation intended to replace the above compound."

CONFLICTS WITH THE U. S. P.

Again, in the note under Soluble Tincture of Tolu, we are told: "A mixture of 32 Cc. of this preparation with 468 Cc. of syrup yields a product which may be used as syrup of tolu in all cases where the official preparation is not required." Syrup of tolu is a pharmacopœial title and preparation, and such substitution would undoubtedly be technically construed an adulteration.

The note to Solution of Ferrous Iodide advises: "On mixing I volume with II volumes of syrup (U. S. P.), the product will be practically identical with Syrup Ferrous Iodide, U. S. P." To make this statement correct the diluted hypophosphorous acid directed in the formula would have to be increased from 25 Cc. to 285.7 Cc.

Such notes as these, used so freely throughout the work, contain numerous errors and should be critically examined and in many cases eliminated.

THE MOST SERIOUS DEFECT.

In my judgment, however, the most serious defect in the National Formulary is the uncalled-for liberties taken with the formulas of the French Codex and the British and German Pharmacopœias, and the misstatements regarding these pharmacopœias introduced in the notes. It must be admitted that the introduction or use of these foreign pharmacopœial formulas in this country came from abroad, either from prescriptions obtained abroad, from physicians educated there, or copied from foreign literature, and that in all such cases the preparations of the foreign pharmacopœia are intended and the intent should be invariably complied with by the pharmacist.

In some localities the demand for a number of these foreign preparations has become quite extensive, and it has always been the practice for pharmacists having such a demand to keep on hand the specified preparations made in accordance with the foreign authorities. The desire to establish international standards for medicines is certainly a laudable one, and it cannot be considered as wise or encouraging to such a purpose to unnecessarily

modify or alter satisfactory formulas of such authorities. Yet, in this work, this appears to be quite as frequently the rule as the exception. We will consider a few of the formulas that illustrate this defect.

In the note added to Linimentum Saponato-Camphoratum, we are told that "Solid opodeldoc is directed by the G. P. to be prepared with soap made from animal fats; but pure white Castile soap may be used, provided it has been previously deprived of water." Yet the formula directs "white Castile soap" *not* previously deprived of its water. The German Pharmacopœia directs the use of "medicinal soap" official in that pharmacopœia under the title of "Sapo Medicatus," and made from equal parts of "lard" and "olive oil" saponified with sodium hydroxide. The proportion of the constituents in the German formula for opodeldoc is not the same as those given in the Formulary.

The note to Stronger Solution of Ammonium Citrato tells us that "Liquor Ammonii Citratis (B. P.) may be prepared from this solution by mixing 1 volume of it with 4 volumes of water." As the Liquor Ammonii Citratis, B. P., contains 125 Gm. of citric acid in 1000 Cc., a preparation five times as strong should contain 625 Gm. of citric acid in 1000 Cc. and not 560 Gm. as directed.

REGARDING FOREIGN PREPARATIONS IN THE N. F.

The solutions of the organic salts of iron originated in Germany very largely from the excellent work of Dietrich, and good formulas for a number of these popular remedies were long ago published in Dietrich's Manual. The Liquor Ferri Albuminati is official in the German Pharmacopœia, and, as a flavoring, cinnamon water and aromatic tincture are there directed. These are more efficient flavors for the iron salts and are less prone to change than the aromatic elixir substituted by the National Formulary.

Mistura Oleo-Balsamica, our old German friend Hoffman's "Balsam of Life," has the German pharmacopœial title as a synonym, but the formula is changed from that of the G. P. by the introduction of oil of orange flowers and the substitution of oil of cloves for eugenol, while the proportions of balsam of Peru and oil of cinnamon are also changed.

In the formula for "Infused Oils" a substitution of equal parts of lard oil and cottonseed oil for olive oil cannot be too strongly condemned, as it is a well-known fact that such mixtures of oils rapidly

undergo change and become rancid. As if to make the substitution more positive, the note attached advises: "The above process is to be used for the preparation of Oleum Hyoscyami of the G. P. and similar infused oils."

An equally reprehensible and totally unwarranted substitution is the use of the French Codex title of "Balsamum Tranquillans" as a synonym for Compound Oil of Hyoscyamus, N. F., and the note states that "The Baume Tranquille (Balsamum Tranquillans) of the Codex is a more complex preparation, not identical with the above, but possessing about the same properties." I cannot conceive that this was an intentional sophism.

Pulvis Gummosus, G. P., is given as a synonym for Pulvis Acaciæ Compositus, N. F., but the ingredients are present in different proportions.

Under the title of "Pulvis Cretæ Aromaticus" a formula is given containing 6 parts of saffron, and

the note to this formula states that "This preparation is equivalent to the Pulvis Cretæ Aromaticus of the B. P. This authority adds the following note: 'If a product of bright color be desired, the saffron may previously be moistened and triturated with a little water or alcohol, or the fresh and faintly damp mixture may be subjected to considerable pressure in the triturating process.'" I am unable to find such a note in the British Pharmacopœia; the formula there given *does not* contain any saffron, and the proportion of the other ingredients varies somewhat from that given in the Formulary.

The note added to Syrupus Papaveris states that "The product is practically identical with the Syrupus Papaveris of the B. P." I am unable to find this as an official preparation in the British Pharmacopœia. The only syrup of poppies in the B. P. is the Syrupus Rhœados made from the red poppy petals—an entirely different drug.

THE POPULAR "SYNTHETICS."*

Which are True Synthetic Products and which are Not—How Some of the Best Known are Made—
An Interesting Explanation of the Chemical Processes Involved.

By J. O. SCHLOTTERBECK,

Dean of the School of Pharmacy of the University of Michigan.

It is not uncommon to hear the word "synthetic" used indiscriminately in connection with true synthetics, fictitious synthetics, decomposition products, and even mixtures pure and simple. This is not surprising when we consider that some knowledge of the chemistry of a compound is essential to a proper classification of it, and further that the terminology of the majority of the army of new remedies is anything but suggestive of their composition. In fact, it may be said that many of the titles appended to new remedies have for their chief recommendation brevity and euphony, in addition to an utter lack of significance.

Again, owing to the relatively slight attention given to the subject of organic chemistry in medical colleges in the past as well as the present, many physicians are not in position to distinguish between classes of chemical remedies, even when a scientific

or semiscientific nomenclature is employed. A very prominent physician recently expressed his belief that the status and efficiency of the medical profes-



DR. J. O. SCHLOTTERBECK.

*Portions of a paper read in Detroit before a joint meeting of the Wayne County Medical Society and the Wayne County Druggists' Association.

sion would be largely enhanced if some of the spectacular courses of present-day medical curricula were replaced by more thorough training in the

chemistry, pharmacology, and preparation of definite chemical compounds. It is scarcely open to argument that in this age of synthetic remedies the physician should have at his command a discriminating knowledge of organic chemistry.

WHAT IS A SYNTHETIC COMPOUND?

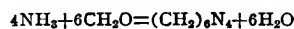
But what is a synthetic compound? Let us compare the preparation of a synthetic compound with the construction of a building, a rather homely illustration, but one which will answer the purpose. Edifices of widely differing architecture are constructed by bringing together, not in a heterogeneous mixture, but according to definite plans, a number of structural units more or less different in character. When the buildings are finally completed we have new structures entirely unlike the units of which they were built. They are comparable with the synthetic compounds prepared in the laboratory. Now, if an edifice be demolished and resolved into the original structural units or elements of which it was composed, these units could be compared with decomposition products when a compound is subjected to analysis. Synthetics are made by the established chemical process called synthesis, which is the uniting of simple compounds or elements to produce complex ones. Synthesis is, therefore, a constructive process, the opposite of analysis, which is a destructive or demolishing process.

A scientific illustration of the principles of synthesis and analysis is well exemplified in the investigation of the composition of water, one of the first experiments which the beginner in chemistry performs. By electrolysis water is decomposed into its elements, hydrogen and oxygen, in the proportion of two volumes of the former to one volume of the latter. This you will recognize as the analysis of water. Now, by exploding this same mixture of hydrogen and oxygen with the spark from an induction coil, the elements unite chemically with the formation of water. This is clearly the synthesis of water.

HOW HEXAMETHYLAMINE IS MADE.

In the domain of organic chemistry the construction of the pharmacopœial synthetic, hexamethylenamine, better known by the names of urotropin and cystogen, is a little more complex, but readily understood. When a mixture of stronger water of ammonia and solution of formaldehyde in certain proportions is allowed to stand for about twelve hours, a condensation takes place and the famous

urinary antiseptic is formed. The reaction takes place according to the following equation:



This is one of the simplest illustrations of synthesis.

APOMORPHINE NOT A "SYNTHETIC."

Apomorphine is a well-known article of the Pharmacopœia, and is often incorrectly classed as a synthetic. When the alkaloid morphine is heated in a sealed tube with strong hydrochloric acid at a certain temperature, it is broken up into two new compounds, the base apomorphine, and water, as follows:



The identity of the original alkaloid is destroyed and the resulting product is less complex than the morphine. The apomorphine was obtained by a destructive or analytic process; therefore it cannot be called a synthetic product, but rather a decomposition product, or a derivative of morphine, if you wish.

While the chemist uses the word "synthesis" and therefore the word "synthetic" for all compounds, whether organic or inorganic, which are made by the constructive process, the physician and the pharmacist commonly connect the word with organic compounds used in medicine.

PRODUCTION OF SYNTHETICS FROM COAL TAR.

There is a firmly established impression among a large class of pharmacists and physicians that all synthetics are coal-tar products. This is far from the truth. A little later I will show that there is a very large proportion not derived from any of the products contained in coal tar. When bituminous or soft coal is subjected to destructive distillation—that is, heated in retorts without excess of air—the compounds originally existing in the coal are split up into simpler ones, some of which are gaseous, some liquid, and some solid. The coal gas, when it leaves the retort, is passed through water, which absorbs the ammonia. The resulting gas water constitutes our principal source of ammonia. The coal tar was formerly considered a nuisance, and could be obtained for the manufacture of sidewalks and pavements at a very low figure. It is still used to a slight extent in my home city for that purpose, but I doubt very much if the average citizen of Detroit gets an opportunity to see and smell coal tar. It is now one of the most valuable by-products of the manufacture of coal gas, and it commands a

ready market because of the valuable constituents it contains.

When coal tar is subjected to fractional distillation, that portion of the distillate which floats on water is called light oil. That which has approximately the specific gravity of water, and, therefore, swims in water, is called dead oil, and that which sinks in water is called heavy oil. A further fraction obtained at temperatures as high as 400° C. constitutes anthracene oil, from which the parent substance of many coal-tar dyes is obtained. The residue in the retort is pitch, which is used in making varnishes, etc.

This classification of the fractions is not uniform with all producers, however, some collecting more fractions and others less. Over eighty different chemical compounds have been isolated and identified in the fractions obtained in the distillation of coal tar, but there are only a few of these of great commercial importance because of the cost of separation. The most important products are benzene or benzole from the light oil; naphthalene or tar camphor from the dead oil; phenol or carbolic acid from the heavy oil; and anthracene from the anthracene oil.

PRODUCING ACETANILIDE.

It may be of interest to show by materials and formulæ how one of the most popular classes of synthetic antipyretics is developed. When benzene (not benzin obtained from petroleum) is treated with strong nitric acid under certain conditions, the nitric acid radicle NO_2 enters the benzene nucleus or ring and water is split off. The resulting compound is a yellow liquid of bitter-almond odor but of altogether different composition from the true oil of bitter almond. This oil is commonly called oil of mirbane and is used to perfume cheap soaps, floor oils, polishing pastes, and so on. When this nitrobenzene is reduced by means of Fe and HCl, whereby nascent hydrogen is generated, amidobenzene or phenylamin is formed. The common name for this compound is aniline or aniline oil. It is poisonous, and was once administered in the form of the sulphate and hydrochloride as an antipyretic. It was this property of aniline that suggested the introduction of acetanilide. Now by boiling aniline oil with glacial acetic acid, H_2O is split off and the acetyl group or acetic acid radicle replaces the hydrogen of the amido group with the formation of acetanilide. This is easily purified by recrystallization.

This series of reactions will show how easily and cheaply this synthetic is made:

1. $\text{C}_6\text{H}_6 + \text{HNO}_3 = \text{C}_6\text{H}_5\text{NO}_2 + \text{H}_2\text{O}$
Nitrobenzene
2. $\text{C}_6\text{H}_5\text{NO}_2 + 2\text{Fe} + 6\text{HCl} = \text{C}_6\text{H}_5\text{NH}_2 + \text{Fe}_2\text{Cl}_6 + 2\text{H}_2\text{O}$
Amidobenzene or Aniline
3. $\text{C}_6\text{H}_5\text{NH}_2 + \text{HOOC}.\text{CH}_3 = \text{C}_6\text{H}_5\text{NH}.\text{OC}.\text{CH}_3 + \text{H}_2\text{O}$
Acetic Acid Acetanilide

OTHER COAL TAR PRODUCTS.

By substituting other acids for acetic acid a variety of derivatives can be made having a physiologic action much the same as that of acetanilide. If salicylic acid be used in place of acetic acid we obtain salicylanilide; benzoic acid will make benzanilide; gallic acid, gallanilide; formic acid, formanilide; and so on. If bromine be substituted for one H in the para CH group, we obtain the synthetic asepsin; with iodine, iodacetanilide; if the CH_3 group be substituted for H in the NH group, exalgin is obtained.

"BUILDING UP" PHENACETINE.

The manufacture of phenacetine is a little more expensive, but not very much more difficult than the manufacture of acetanilide. Starting with phenol or carbolic acid, and treating with HNO_3 , we obtain paranitrophenol. The sodium salt can easily be made by adding to it NaOH, and, by heating this with $\text{C}_2\text{H}_5\text{I}$, paranitrophenetol is obtained. By reduction again with Fe and HCl, as in the manufacture of acetanilide, the NO_2 group is reduced to the NH_2 group, and we have paraphenetidin. On boiling this with glacial acetic acid, the substitution takes place in exactly the same manner as in the formation of acetanilide. It may be regarded as acetanilide, in which the OC_2H_5 group replaces one H atom. It would be known then also as ethoxyacetanilide or as acetphenetidin. By developing these two antipyretics, although it may seem somewhat complex, one is able to appreciate the relationship existing between them and to explain that the superiority of phenacetine is due to the entrance in the acetanilide molecule of the ethoxy group.

1. $\text{C}_6\text{H}_5\text{OH} + \text{HNO}_3 = \text{C}_6\text{H}_4\text{NO}_2\text{OH} + \text{H}_2\text{O}$
Paranitrophenol
2. $\text{C}_6\text{H}_4\text{NO}_2\text{OH} + \text{NaOH} = \text{C}_6\text{H}_4\text{NO}_2\text{ONa} + \text{H}_2\text{O}$
3. $\text{C}_6\text{H}_4\text{NO}_2\text{ONa} + \text{IC}_2\text{H}_5 = \text{C}_6\text{H}_4\text{NO}_2\text{OC}_2\text{H}_5 + \text{NaI}$
Paranitrophenetol
4. $\text{C}_6\text{H}_4\text{NO}_2\text{OC}_2\text{H}_5 + \text{Fe} + 6\text{HCl} = \text{C}_6\text{H}_4\text{NH}_2\text{OC}_2\text{H}_5 + \text{Fe}_2\text{Cl}_6 + 2\text{H}_2\text{O}$
Paraphenetidin
5. $\text{C}_6\text{H}_4\text{NH}_2\text{OC}_2\text{H}_5 + \text{HOOC}.\text{CH}_3 = \text{C}_6\text{H}_4\text{NH}.\text{OC}.\text{CH}_3 + \text{H}_2\text{O}$
Acetic Acid Phenacetine

ALLIED PRODUCTS.

Here, too, there are a large number of derivatives possible by introducing other acid radicles than

acetic. Lactic acid gives lactophenin; salicylic acid produces saliphen; citric acid, citrophen; propionic acid, triphenin; mandelic acid, amygdophenin. The physiologic action of all these compounds and a number of other derivatives of phenetidin is fundamentally the same.

SYNTHETICS NOT MADE FROM COAL TAR.

The antipyretics just spoken of are coal-tar derivatives or synthetics, but of a list of over thirty synthetics which were found on the shelves of an

Ann Arbor pharmacy, more than half were not derived from coal-tar products. In this list the following were from coal tar: antipyrin, acetanilide, phenacetine, exalgin, lactophenin, nosophen, orthoform, salophen, agurin, xeroform, saccharin, salol, methylene blue, phenolphthalein. Those derived from other sources were iodoform, chloral hydrate, chloralamid, heroin, protargol, argyrol, 'sulphonal, trional, urotropin, beta-eucaine, euquinin, tannigen, tannalbin, aristol, duotal, thiosinamine, veronal, urethane.

HOW TO WRITE ADVERTISING.

Drug-store Publicity—What Constitutes a Good Ad.—How to Construct One—Errors to be Avoided—Type to be Used—A Live and Comprehensive Talk on an Important Subject.

By FRANK FARRINGTON.

If a man does much advertising, a name for the store, one that will be used in connection with all publicity, is practically necessary. Further than that a name-plate, showing the name in an individual style of typography, is desirable for use on all newspaper advertising and other ads. that are not too small to admit of the same design. This plate should be of a size that will not be out of proportion to the size of the whole space used.

Many firms take a facsimile of the pen-written signature of the house. This they have electrotyped in all sizes for use on all sized ads. They place it at the top of the newspaper ad., and at the bottom also if the ad. is a large or long one. The name-plate thus becomes a means of identifying you at a glance. It is a sort of trade-mark. The signature style need not be followed. Some distinctive type would often answer. The name to be used makes some difference, and each case calls for special judgment. There is no rule applicable to all cases. Get up what seems to you to be the best style of name-plate for your case.

THE USE OF PICTURES.

In the use of illustrations in your ads. use the kind that illustrate the goods that you want to sell, not the ones that are intended merely to attract attention. If your newspaper ads. are to be pictured, and it is often wise to have them so, use pictures of the goods. It is not necessary that the pictures

be handsome like those in the magazine ads. Use zinc etchings or something else in the way of line cuts that carry an idea with them of what they represent. The pictures ought to be made to supplement the reading, to present the goods more perfectly to the reader. Pictures that will not do that are not much of an addition.

For advertising many lines the manufacturers will supply you with electros to run in the papers, and these will not cost you anything. Unless yours is a big store it will not be profitable for you to have your own cuts made.

A good cut ought to tell the story of the goods at a glance, in less time than it would take to read a description. You may have an idea that you can run cuts that are a little old, thinking that they will not be noticed. If your cuts are not going to be noticed, why run them at all? If they are to be noticed, everybody who sees them will know that they are out of date, and that means that your store is liable to lose by the proposition. Use up-to-date cuts every time.

HOW TO PREPARE AN AD.

In the actual getting up of a large ad., make a dummy first. Make the dummy an actual size representation of the ad. and the space it is to occupy. Indicate on it the border to be used if any. Write in the headline and mark up the columns, and space off the different divisions and subdivisions with the

subheads. If possible, provided you want to give your printer explicit directions, indicate on the margins the size of type to be used in the headings, subheads, body, etc. The more instructions you give the printer thus, the nearer he will come to getting your ad. as you want it. You can get from publishers little books showing the methods of indicating your wishes to your printers. There is a little book by a Mr. Carnell (Ambrose S. Carnell), 167 W. 102d Street, New York City, which can be had for fifty cents. It is called "Concerning Type" and shows the different popular styles of type and the proofreader's correction marks, and much else of value in writing ads. It shows you how to prepare copy and how to do your work so that the printer will know what you want. The Inland Printer Co., Chicago, Ill., will send you a similar book, "Vest Pocket Manual of Printing," for fifty cents.

The first thing in writing the ad. of course is to find out what you are going to write about. If you run a large ad. there will be many things mentioned in it. If it be a small ad. there may be but one article described. If it is the large kind the subdivisions are but small ads., each describing one article or line with its prices and a heading over it. The big ad. is a collection of attractive small ads. with a general heading over all.

The general heading of the ad. ought to be attractive and even catchy, but it ought to indicate what the ad. is about—what the goods are that are described beneath it. The smaller headings must in their turn be indicative of the goods described and should be as catchy as possible.

APPROPRIATE HEADLINES.

A good form of ad. heading, and one that is used with most good-sized ads., is a catchy but sensible top-line with a line or two or a brief paragraph under it, running clear across the top of the ad., that paragraph being pithy and descriptive of the bargains and goods mentioned below.

In the case of headlines, don't get funny and don't make them simply attention arresters with no sense behind them. Freak and scare headings belong to yellow journalism. You may advertise in the yellow sheets, but you needn't follow their methods in your ad.-writing. Don't use catch-lines that deceive or fool. People don't like to be fooled.

The man who is to write good ads. should read good ads. and a good deal of other well-written

stuff. Ad.-writing is a form of literature-making which requires in a way as much talent and care as the making of essays or stories. The story-writer has his readers prejudiced in his favor at the outset. They are willing and ready to be pleased, in fact they are expecting to be pleased. The ad.-writer is handicapped from the first. His readers are apt to be expecting to be bored. He has nothing to tell them but business talk. He is not allowed to be amusing. He must stick right to his text.

You do not need to wait for experience to begin writing ads., but you ought to do your best to improve continually, making each ad. a little better than the previous one. Read good ads. in the magazines and study the ads. of the big stores as they appear in the metropolitan dailies. See how they do it. See where they make mistakes, for they are not always perfect in their ads. See where they might be improved upon.

PRECAUTIONS TO BE OBSERVED.

Get your grammar and your rhetoric into good shape. Study punctuation and composition in their simpler forms. Everything that will help you to write more attractively, more nearly correctly without becoming pedantic will increase your ad.-writing ability.

You need not endeavor to cultivate a style. Your style will cultivate itself if you have any individuality; if not you will unconsciously imitate the writer whom you most admire.

All that you have to do is to describe your goods so that the person reading the ad. will get the nearest sensation to seeing them that is possible to one not actually possessing them. Make people see your goods and see them at their best, and it is but a step to make them want them. Having made a reader want that which he has been reading about, you need but add the price and you have completed a successful advertisement.

In sending the ad. to the printer, the dummy simply indicates the size and form of the ad. and the style and fonts of type to be used in its makeup. The copy, which is indicated by lettering the space it is to occupy, and then marking the copy itself with a similar sign, is on a separate sheet and goes with the dummy.

Copy for the printer cannot be written too plainly, and of course a typewriter is the best way to get it out. Should your advertising be sufficiently prominent, have proofs of every ad. shown in order to avoid possible errors that might mean loss of money

in selling. If an error in favor of the public does creep into an ad., if your advertisement is unexpectedly found offering some line of goods at less than cost when your copy called for a good profitable figure, just stick to the figures in the ad. and say nothing. Better to lose than to send people away thinking that your ads. are not dependable—that your bargains are only on paper, and that you are likely to repudiate the offers you have made in apparent good faith.

BORDERS ATTRACT ATTENTION.

In the matter of the border of the ad., take into consideration the borders of the other ads. in the paper and those of the ads. surrounding your own. If you run full-page or half-page ads., a special border of your own, some peculiar design, might be used. For special sales, special borders are obtainable. You can get Fourth of July, Decoration Day, and Christmas borders. All these help to attract attention, but they do not allow you to slight the making of the ad. The ad. itself, the reading matter about the goods, will be what will get the business, and it is business that you are after.

A woman requires some definite and tangible inducement to make an ad. appeal to her. There must be some reason why she would buy the goods mentioned. You may be able to make the price enough of an inducement so that it will compel a purchase. You may be able to make the goods appear so desirable that the price will not matter so much. Whatever the inducement is, it must be plain and seen at the first reading of the ad.

Advertisements without prices indicate high prices. A woman seems to reason intuitively that no price means a high price. As a rule she is right about it, too. The man who is afraid his prices are too high is afraid to advertise them. It is a fact that you can sell more goods with the prices advertised, even if those prices are above your competitors' if theirs are not advertised, than they will sell unadvertised at the lowest cut-rates.

SOME USEFUL PROVERBS FOR A WRITE-UP.

In the making of head-lines, proverbs are good material. They can be altered to fit the case. Here are some that are often used in such ways:

It's never too late to mend.

A stitch in time saves nine.

An ounce of prevention is worth a pound of cure.

All's well that ends well.

Give the devil his due.

There's no rose without a thorn.

A word to the wise is sufficient.

Make the best of a bad bargain.

Many a mickle makes a muckle.

The early bird catches the worm.

It's a long lane that has no turn.

Nothing ventured, nothing gained.

Fine feathers do not make fine birds.

A friend in need is a friend indeed.

Great oaks from little acorns grow.

These are not to be used in trite or commonplace ways, but they give a tone to an ad. when worked in cleverly that is worth while. Reversing them often gives a peg to hang an ad. upon.

TYPOGRAPHICAL ARRANGEMENT.

The display of your ads. should be simple and strong. The type should be plain and not fancy. Avoid the fancy types and stick to those that stand out prominently. Black-face types make good headings. Gothic is among the best. If your newspaper does not run a large enough shop to have about everything, and few of them do, get a sheet of their type styles and keep it handy for reference in making up your dummies.

Don't fill your space too full of type. Remember that white space is as valuable as print, up to a certain extent. Concentrate your type effects, and get the white space together where it will show as white as possible.

Your name need not and should not be the most prominent thing in the ad. It will be seen anyway. If the ad. attracts attention, the public will find out whose ad. it is. Let the name-plate be prominent, but not so conspicuous as to efface everything else. The head-line is the thing that must stand out strong. On the other hand, don't make the mistake that some advertisers make of leaving their name so far in the background that after reading the ad. the reader might easily attribute it to the man with the ad. next to yours, and go to your competitor for the goods.

Too much matter in too little space is poor advertising. Too little matter in too much space is money wasted. Use judgment in your space and in the amount of your copy.

AVOID ANYTHING BIZARRE.

Young ad.-writers are apt to try to make the language of their ads. unique. They write in some ultra-breezy style that they think will draw attention. It draws it but it will not hold it, and it will not sell the goods because it is too apt to sound a

little fresh; and then buying is a serious business for the folks who spend the money. They are not going to take any chances where the ads. are flip-pantly written, where the ad.-writer talks it off as if it were nothing at all to sell these goods. The ads. carry the impression that there is carelessness behind them. Such language does not carry conviction.

Talk plainly. Use simple language. Don't get the adjective habit too strongly. You mustn't make every offer the "greatest" or the "grandest" or the "most magnificent." Superlatives soon lose their strength if told too often. It's the old case of the boy and the wolf. If you tell people every day that you have the best bargain the world ever saw, they will catch on by and by. Don't claim more than you can do.

Make your talk right to the point without frills and furbelows, and it will go farther than the fanciest kind of a tale that you can get up. Don't try to be too original in your ad.-writing. Better be satisfied to take some of the less freakish ideas and work them over than to be looking out for something that will startle everybody. Genius is nowadays the ability to use the other fellow's ideas for your own good.

TYPOGRAPHY.

In regard to the type itself as used in your ads., here is a list of the sizes of type, the point list being the present-day method of indicating the sizes, while the names are what were formerly used:

Point.	Name.	Point.	Name.
3½	Brilliant.	20	2-line Long Primer.
4½	Diamond.	24	2-line Pica.
5	Pearl.	28	2-line English.
5½	Agate.	30	5-line Nonpareil.
6	Nonpareil.	32	4-line Brevier.
7	Minion.	36	2-line Great Primer.
8	Brevier.	40	Double Paragon.
9	Bourgeois.	42	7-line Nonpareil.
10	Long Primer.	44	4-line Small Pica.
11	Small Pica.	48	4-line Pica.
12	Pica.	54	9-line Nonpareil.
14	2-line Minion.	60	5-line Pica.
16	2-line Brevier.	72	6-line Pica.
18	Grand Primer.		

Further than enumerating the sizes, we give you here specimens showing the run of the smaller sizes in Roman:

TYPE SIZES.

When, in the course of human events—5 Point.

When, in the course of human events—6 Point.

When, in the course of human events—7 Point.

When, in the course of human events—8 Point.

When, in the course of human events—10 Point.

When, in the course of human events—12 Point.

The above are the smaller types such as are properly used in the body of an ad., though the use of italics in many cases is indicated by the importance of the announcement.

In the matter of types for headings, caps are called for usually by the new writer, but as a matter of fact the lower case is much more easily read, and wherever possible the head-line should be set in "upper and lower" case (upper case being capitals and lower case small letters). In doing this the words are begun with caps and the other letters are small.

Thin letters with little surface make poor headings because of their lack of prominence. Black-face type is better, though it is possible to use type that will be so black and heavy that it will overshadow the rest of the ad., making it look too heavy.

TYPE FACES.

Here are some good type faces for the use of headings:

8-Point Old-style, Heavy, Brevier.

Handsome Residences Owned by Washington Capitalists.

10-Point Old-style, Heavy, Long Primer.

Communication Between America and Europe.

12-Point Old-style, Heavy 2-Line Nonpareil.

Choice Flowers of Central America.

18-Point Old-style, Heavy, 3-Line Nonpareil.

National Bank Building.

24-Point Old-style, Heavy, 4-Line Nonpareil.

Five Morning Matinees.

30-Point Old-style, Heavy, 5-Line Nonpareil.

Seven Hundred.

36-Point Old-style, Heavy, 6-Line Nonpareil.

The New Year.

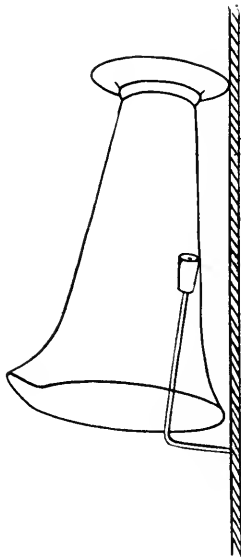
48-Point Old-style, Heavy, 8-Line Nonpareil.

Soldiers.

DOLLAR IDEAS.

A DEVICE FOR HOLDING GRADUATES.

A. H. Bosworth, Wichita, Kansas: A simple and convenient plan for holding graduates may be described as follows: Fix a board against the wall above your sink, or in any other convenient place; insert a long nail through a cork lengthwise, and drive it into the board far enough to hold it firmly;



now pull the cork to the head of the nail, and with a pair of pliers bend it upward at right angles a short distance out from the board. The cork protects the graduate from breaking. By using the proper size of nail for the various sizes of graduates (or heavy, springy wire for the larger sizes), and adjusting the bend properly, the graduates are held firmly in an inverted position.

A SUCCESSFUL WINDOW CONTEST FOR SELLING SCHOOL SUPPLIES.

Dr. J. A. Taylor, Gridley, Illinois: Here is an idea which enabled me to sell fifty dollars' worth of school supplies in a short season, besides increasing my general business: It consisted of a word contest lasting throughout the month of September. Each contestant was required to call at the drug store, register his or her name, and pay one cent for a contest sheet. The latter described the nature of the event. The successful contestant was the one who formed the most English words out of the

phrase "Taylor's Drug Store." No letter might be used more times than it appeared in the quotation. The first prize was two dollars in cash; the second, one dollar in cash, and the third consisted of fifty cents' worth of school supplies. All contest sheets were to be returned not later than the noon of September 30. Afterwards I made a large window display, using a suitable background. I exhibited a wagon containing a load of the contest sheets. It is needless to state that from 1440 children quite a number of bundles were secured. I used playing cards advertising the winners.

The cost of conducting this contest was as follows: Printing the contest sheets, plus the advertising, amounted to \$34. From this figure may be deducted \$14.40, which was collected from the contestants in entry fees. Each of the 1440 children paid one cent to compete for the prizes. Subtracting \$14.40 from \$34.00, left a net expense of \$19.60.

I ran advertisements for two weeks before the contest. The first week's ad. merely called attention to the coming contest without describing its nature. Then during the last week of August I inserted a write-up in the paper each day, two columns wide and 8 inches long, describing the nature of the contest.

On the whole this scheme proved a fine thing for us in the way of a business venture.

A GOOD FORMULA FOR MAKING COLD CREAM.

H. B. Molyneaux, Omaha, Nebraska: For many years I sought in every book of formulas, in every pharmaceutical journal I could get my hands on, for a formula that would excel in a cold cream. I failed to find one that would come up to the standard I had set, or rather the quality my customers demanded. The cold cream that I sought must be smooth, white, and elegant in appearance. It must not become rancid and must retain the same consistency in winter and summer. Eureka! Some one said that "Necessity is the mother of invention," and it is aptly applied in this instance. The formula is simple but elegant. Here it is:

Paraffin	250 Gm.
White wax	260 Gm.
White paraffin oil or liquid albolene.....	990 Gm.
Sodium perborate	10 Gm.
Distilled water	380 Gm.
Perfume, q. s. to suit.	

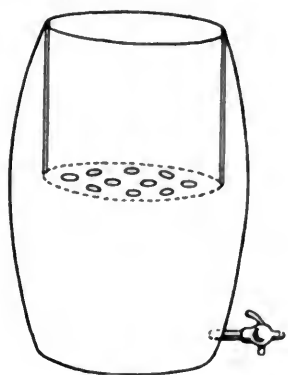
Melt the paraffin and wax at the lowest possible temperature, and then add the paraffin oil. If this addition causes

the wax to congeal, continue the heat, while stirring, sufficiently to remelt the mass. Now add the sodium perborate to the water and slightly warm the solution. Then add this to the wax solution in a continuous stream as large as a finger; at the same time briskly beat the emulsion with a wooden paddle until it becomes smooth. While the mass is in a semifluid state, incorporate the perfume. Then run the cream into the containers.

Pouring the cream into the jars while in the melted state gives the surface a glossy, satin finish on cooling. Don't fill the containers so full that the cover comes in contact with the top of the cream. For a perfume I suggest oil of rose or a synthetic violet like "irol synfleur." The latter I can recommend.

MAKING SYRUP FOR THE FOUNTAIN.

W. C. M. Scott, Detroit, Michigan: Here is a little time and space saver I am using, which may solve the fountain-syrup supply for other druggists. It consists of a small barrel with the head removed. An iron spigot is put in near the bottom. A gal-



vanized iron tank, with a number of half-inch holes in its bottom, fits into the top of the barrel in such a way that the top of the tank and the top of the barrel are flush. This makes a low, clean, convenient percolator. Fill the tank half full of sugar, put on water, and let it alone. Two layers of cheesecloth will keep the sugar from falling through the holes with the syrup.

TO INDEX A CASE OF DRAWERS.

E. L. Cheeseman, Ithaca, N. Y.: First prepare a list in alphabetical order, using a suitable book or a card catalogue for the purpose. Refer to the drawers by number. Start each horizontal row of drawers with number 1, and continue the numbers so far as may be necessary. Each row of drawers will then be numbered in the same manner as

every other row. The various rows themselves, however, beginning from the top, and running down to the bottom, are to be numbered 1, 2, 3, 4, and so on, in the index book or catalogue. The drawers are to be thus indicated: 1-15, 2-18, 3-21, and the like. The first figure, as will be readily understood, indicates the row, and the second figure indicates the particular drawer in the row. Thus 3-15 means drawer 15 in row 3. Bottles and other goods on the shelves can be numbered in the same manner—and, indeed, it is an excellent plan to have the entire stock indexed in some such way.

THE EXTEMPOREANEOUS PREPARATION OF SOLUTION OF MAGNESIUM CITRATE.

O. C. Moderow, Chicago, Ill.: In making the troublesome solution of magnesium citrate I use a stock solution of the salt in concentrated form and then prepare the U. S. P. product extemporaneously. The stock is prepared as follows: Dissolve $22\frac{3}{4}$ ounces of citric acid in 4 pints of hot water, and add 10 ounces and 200 grains of powdered magnesium carbonate gradually. After effervescence has ceased, heat the mixture until all the carbon dioxide has been driven off. When the solution has cooled, add enough water to make $7\frac{1}{2}$ pints and filter.

To dispense liquor magnesii citratis, U. S. P., take 6 ounces of the concentrated solution, 2 ounces of syrup of citric acid, and a sufficient quantity of water to fill one bottle, then add one compressed tablet of potassium bicarbonate, No. 408, Parke, Davis & Co. This makes one bottle of fresh, clear solution equivalent in strength and action to the official product.

HOW TO KEEP YOUR FOUNTAIN SUPPLIED WITH FLOWERS.

George F. Hoffmann, Pesotum, Illinois: To decorate my fountain with flowers without any cost to myself was the all-absorbing topic with me until I hit upon this plan: I went to a florist and said, "See here, I have the best soda fountain trade in town among the ladies. You know they all admire flowers, and as you sell flowers, bulbs, etc., why don't you furnish me with a bouquet every day with your card attached, and I shall take orders for you without charging for my services; and if you have anything special I shall give you part of the show windows once in a while." Now notice the results:

First, I have had flowers ever since the fountain was opened, and nice ones, too. Secondly, as I write we have 16 different kinds of tulips in the show window with a background of one of our *own* preparations. I have sold, to-day, 16 bottles of this product at 50 cents a bottle to ladies who stopped to admire the flowers; furthermore, I took orders for the florist for 210 bulbs on which he is now paying me a commission of 33 1/3 per cent!

MAKING A SMOOTH SULPHUR OINTMENT.

Daisy A. Frick, Audubon, Iowa: My experience in the preparation of sulphur ointment was somewhat unsatisfactory until I tried the following process: First triturate the sulphur in a dry mortar, then add a small portion of glycerin, being careful not to use too much, and triturate thoroughly until a smooth paste is formed. Under these circumstances the sulphur will be found to work in very readily. Finally incorporate the base in small portions at a time, and the result is a very fine, smooth ointment.

[NOTE BY THE EDITOR.—Another method for the preparation of a smooth sulphur ointment was contributed to this department of the April BULLETIN by W. H. Ellis, of Vandalia, Missouri.]

A WRITING-TABLET IDEA.

Charles . . . ummons, Wolcott, Indiana: Among our writing tablets are both the ruled and the unruled. While we try to observe a definite arrangement in keeping stationery, occasionally the pads become disarranged, and a good deal of time is often lost in hunting for what is desired. I have adopted a plan which enables me to keep these tablets properly classified. On the cloth binders of the ruled tablets I place a small pencil mark, and this enables me to tell at a glance whether a given pad is ruled or unruled.

MAKING SUPPOSITORIES ON A HOT DAY.

T. T. Lane, Washington, D. C.: Here is a little dispensing kink that may prove useful: To make suppositories by the ordinary method on a hot summer day is not an easy matter. Instead of melting the cacao butter and then mixing it with the other ingredients, I find it a better plan to grate my cacao butter and rub it up with a small quantity of petrolatum. In this base I incorporate the other ingredients, and the mass is then of such a consistence that

it can be worked and shaped by hand very easily. Next, I dust the suppositories with wheat flour, as this gives a much neater appearance than does lycopodium.

A PRESCRIPTION IDEA.

Crawford T. Ruff, Montgomery, Alabama: When the total amount of ingredients in a prescription causes the finished product to measure 3 ounces and 2 drachms, for instance, prepare the prescription as written and then throw away the extra 2 drachms. Put the preparation in a 3-ounce bottle. It is better to do this than to use a 4-ounce bottle and develop a fear in the mind of the patient that the prescription has not been properly filled. Of course you should make a note on the margin of the prescription for your guidance the next time in case the mixture happens to be dispensed over again.

A CHEAP DISINFECTANT.

E. W. Rebstock, Buffalo Lake, Minnesota: Here is an idea worth \$50 a year to me:

Crude petroleum5 gallons.

Crude carbolic acid.....5 pounds.

Mix.

Store in a zinc tank provided with a pump. This makes a preparation similar to some of the popular ones on the market. It is used as a wood preservative and louse killer in chicken houses and barns. The retail price is \$1 a gallon.

A HELP IN MAKING SUPPOSITORIES.

C. K. Bushey, Hillsburg, Pennsylvania: In making suppositories containing a granular powder (powdered lupulin, for example), much difficulty is experienced in rolling and shaping the mass. The suppositories tend to crumble, especially when they become too cold. I find that this difficulty can be overcome by adding two grains of petrolatum to each suppository.

PASTING LABELS ON PILL BOXES.

A. B. Burrows, Washington, D. C.: Labels on pill boxes tend to curl after being pasted. To insure a smooth job, label the box and lay it face downward on damp paper or cardboard for a few minutes. As this moistens both sides of the label equally, the latter dries without curling.

LETTERS.

THE NEW SUNDAY OBSERVANCE LAW IN CANADA.

To the Editor:

You have asked me to give you a short account of the new Canadian Sunday observance law and to describe the extent to which it affects druggists and is obeyed by them.

Let me say first that the Privy Council of Great Britain, the court of last resort for the Empire, invalidated "the Ontario Lord's day act" two years or so ago, declaring it *ultra vires* of the province. With this ruling went, naturally, all provincial enactments adopted since the confederation was formed. The Privy Council ruled, however, that laws governing Sunday observance in force before confederation were still valid.

These rulings had the effect of wiping out entirely all laws bearing on the subject in the new provinces formed since confederation, thus rendering it imperative that federal legislation be enacted if the Sabbath was to be preserved in these provinces. In old upper and lower Canada the Confederation acts were in force, and these were sufficiently stringent to preserve a Sabbath free from labor.

The Dominion Parliament, recognizing the seriousness of the situation at its last session, passed "The Lord's Day Act of Canada." This was in turn based on the Ontario act, which had been disallowed by the Privy Council. Section 2 is the prohibitory clause, and is as follows:

2. It shall not be lawful for any person on the Lord's Day, except as provided herein, or in any Provincial Act or law now or hereafter in force, to sell or offer for sale or purchase any goods, chattels, or other personal property, or any real estate, or to carry on or transact any business of his ordinary calling, or in connection with such calling, or for gain to do, or employ any other person to do, on that day, any work, business, or labor.

Section 3 is the excepting clause, and is as follows:

3. Notwithstanding anything herein contained, any person may on the Lord's Day do any work of necessity or mercy, and for greater certainty, but not so as to restrict the ordinary meaning of the expression "work of necessity or mercy," it is hereby declared that it shall be deemed to include the following classes of work:—

Twenty-four subsections to this section define what are "works of necessity and mercy." Subsec-

tion (b) reads: "Work for the relief of sickness and suffering, including the sale of drugs, medicines, and surgical appliances by retail."

This clause clearly defines the work and business which may be done by druggists: it must have to do with "drugs, medicines, and surgical appliances"—nothing else!

The provisions of this law extend to all the provinces of the Dominion, but its administration is in the hands of the local governments, and these authorities may or may not enforce it as they choose. Herein is the cause of the confusion at present existing. Some of the provinces have declared against its enforcement, while others have set the machinery in motion to enforce it. The latter are using the common law courts for the purpose, as no special provision was made for enforcing the act.

As is the case in almost all laws of this character, public officers are somewhat lax in administering the act. Recognizing this condition, those most active in protecting the Sabbath formed an association called "The Lord's Day Alliance," with an active executive who acts as informer in cases of violations and who aids the officers in prosecutions.

So much for the law and its operations. Now a word as to its bearing on the present movement for fewer hours and a shorter work-day on Sunday for druggists. There has been a feeling among the better element of the craft, growing in intensity of late, that so far as possible Sunday work should be eliminated from the trade and that the hours of the regular work-day should be shortened. Taking advantage of the activity of the "Alliance" in enforcing the provisions of the new act, the various drug organizations in larger towns and cities have placed themselves on record as favoring the object of the "Alliance" and as being willing to aid it by all means in their power.

As the law permits the *opening* of drug stores on Sunday, it can be accepted that the present movement is largely educational in character, bringing within its scope both the druggist and his patrons, directing the attention of both to the line of action which will eventuate in benefit to a much-imposed-upon class in the community.

The educational campaign is being strongly emphasized by the "Alliance" in prosecuting those incorrigibles to be found in every calling who regard neither God nor man and who defy all law and order.

A word in explanation and in justice to Canadian

pharmacists: Catering for Sunday business is the exception in the trade, and a strict enforcement of the law will have but slight effect on the sales. Soda fountains are not operated on Sunday; cigar cases are kept closed, and as for confectionary, this has not been stocked by the majority because of its tendency to create and encourage Sunday trade.

G. E. GIBBARD,

Editor *Canadian Pharmaceutical Journal*.

Toronto, Canada, July 13.

PUTTING THE PATIENT'S NAME ON THE LABEL.

To the Editor:

I observe that Calvin Wadsworth, Jr., of Saginaw, Michigan, contributed to the June instalment of your new department of "Dollar Ideas" the following prescription rule: "Never compound a prescription until the name of the patient has been

CANIS'
TRANSFER PHARMACY,

No. **256787**

Date, *June 10. 09*

A teaspoonful
every 3 hours

For *Mrs. Miller*

Dr. *Jones*

760 Flushing Avenue,
Junction of Broadway, Graham and
Flushing Avenues,
BROOKLYN, N. Y.

This label is used by Mr. Canis, as described in the accompanying letter. The name of the patient, Mrs. Miller, is written in red ink, but the color does not show in the reproduction.

plainly written thereon." This rule is an admirable one. It has been followed in my store for about twelve or fifteen years. Let me tell you what happened on one occasion:

A servant came into the store and handed the clerk an empty medicine bottle with the common request: "Please look this up, and see whether it is a cough medicine." It proved to be such, and the servant left an order to refill the bottle and deliver it. It was a very simple cough medicine, but the eighth of a grain of morphine contained in the mixture

almost proved too much for the fourteen months' old baby to whom it had been given. It required six hours' work on the part of the physician to revive the child. The baby had been given several doses, and after a few hours the cumulative effect of the drug alarmed the people. It appeared later that several months previous to the incident the doctor had written a prescription for a cough in the mother; and at another time he had prescribed a little simple syrup, ipecac and water, for the baby, then only nine months old. To the people all cough medicines look alike, and—well, there you are!

Moral: There is war in our camp if a clerk forgets to ask who is going to take the medicine! He must learn the patient's name whenever it is possible. This rule is suspended only with prescriptions of a delicate nature (emmenagogues and venereal remedies).

There is one incidental advantage. The name and address of the customer is written alongside the number and price into my prescription record. What a fine mailing list! I have just opened another store, and on going through my list found that I had 130 families right in this vicinity (my other store does a transient business only). Of course, these people received advertising matter sent by mail, and my opening day was a grand success.

By the way, if your readers follow my advice regarding names, let them do what I do. The name of the patient is written in red ink on the label and is underscored; that makes the label very attractive and still more effective.

Now go ahead, fellow druggist. Put this idea into use and profit by it as I do. Furthermore, if you follow the advice about stamping the number of the prescription on the back of the label, you have still another point worth mentioning when you try to impress customers with your carefulness.

OTTO P. M. CANIS.

Brooklyn, N. Y.

INSPECTING THE INTERIOR OF STEEL FOUNTAINS.

To the Editor:

After reading Mr. Burrows's article on the inspection of the interior of steel fountains with the use of a wood-burning outfit, printed in "Dollar Ideas" for June, it occurred to me that there might be a number of soda-water dispensers who would not have a wood-burning outfit on hand. They will find it a very easy matter to inspect a fountain by

inverting it a short time. The carbon dioxide, being heavier than air, is soon displaced; or the carbon dioxide may be driven out completely by filling the fountain with water and then emptying it. These procedures leave the fountain full of air instead of the carbonic acid gas. Then a lighted candle, to which a wire has been attached, can be inserted and it will burn in the medium of air without any trouble. A thorough inspection may readily be made in this way.

B. BRIGGS.

Oakfield, N. Y.

A TROUBLESOME BOUGIE.

To the Editor:

The following prescription was handed us a few days ago by a physician here who wished it put up in the quantities given. He said it had been dispensed before, but we were unable to make a decent bougie. With the proportions specified, the mass remained soft even after cooling it thoroughly on ice.

We wish you would give it to your readers through the BULLETIN and ask for comments on it from those who have had experience in making bougies:

R Acid carbolic	3 minims.
Fluidextract of opium.....	5 minims.
Cocaine, muriate	1 grain.
Atropine sulph.	1 grain.
Aqua	26 minims.
Gelatin	9 grains.
Glycerin	79 grains.

Mix and make bougies No. 21, $\frac{1}{2}$ inch in length.

We used the method of drawing the melted mass with a glass tube which had been previously oiled, and cooling on ice. When forced out, instead of being firm, it was spongy and did not hold together. If any of your readers can give us advice on the subject, we shall be very much obliged.

Glens Falls, N. Y.

LARKIN & DAVENPORT.

[NOTE BY THE EDITOR.—The spongy nature of this suppository is probably due to an excessive quantity of glycerin and water. Suppose you try this base: Melt together three parts of white gelatin, one part of glycerin, and one part of distilled water, by weight. Then add the desired medicament and draw the mass into a glass tube of suitable size, which has been previously lubricated by sucking a small quantity of oil into it and allowing it to run out. After cooling, push out the mass by means of an oiled rod and cut into pieces of suitable length. These should be rolled in lycopodium to prevent adhesion.]

HE WANTED A "FOUNTAIN SURGE!"

To the Editor:

I enclose an amusing letter which I received not long since. I am happy to say that I got the check

*Bevier Ky
Jan 28th 1901
i want
to no if
you is got a
fountain surge
if you is put
it in with this
subscripsion and
if you take check
you take sam
Rutledge Book
and get your
Pay*

from "Sam Rutledge's book" all right, and that I was consequently paid for the article.

Bevier, Ky.

W. H. MOORE.

"A PERFUME SCHEME."

To the Editor:

In your department of "Letters" in the June BULLETIN I suggested that a unique way to advertise perfumes was to use a perfume as an ink, coloring it with red or green aniline, and writing with it on monthly statements some such legend as the following: "Smell it! It's violet extract. Very lasting. We sell it at 35 cents an ounce."

A correspondent of the BULLETIN in Belfast, Ireland, has since written me that he has found perfume to be too thin when used as an ink. I think he will not have this difficulty, however, if he will use a hard linen or rag paper. If he still finds that the ink is inclined to run, he might add a small quantity of sugar or mucilage to the colored perfume.

Wellfleet, Mass.

C. M. DEXTER.

To the Editors:

I cannot get along without the BULLETIN. I consider the money spent for it the most profitable investment I make in the course of the year.

Cumberland, Md.

O. L. SHIREY.

STATE BOARD QUESTIONS.

A NEBRASKA EXAMINATION.

CHEMISTRY.

1. (a) Define chemistry. (b) Define the difference between a base and an acid radical. (c) How would you prepare an antidote for poisoning by arsenic from such articles as you might find in a drug store, stating the order of their availability, and why?

2. (a) What is the difference between red iodide of mercury, green iodide of mercury, and yellow iodide of mercury? (b) What are the various synonyms of these chemicals? (c) What is the dose of each?

3. (a) What is the difference between hydrargyrum bichloridum and mild chloride of mercury? Do they differ in solubility? (c) If so, how? (d) What doses can they be given in? (e) What is the physical appearance of these drugs?

4. (a) How is syrupus pruni virginianæ made? (b) What are the reasons for the various steps, and what is developed in the manipulation?

5. (a) What kind of drugs are phenacetine; acetanilide? Describe their appearance. (b) Do they have any action on any vital organ of the body? (c) If so, what can be given to overcome their ill effects, and why?

6. (a) How is syrupus rhei made? (b) Why are the various articles added? (c) What is the dose? (d) Is syrup of rhubarb a good vehicle for sulphate of strychnine? If so, why? If it is not, why not?

7. (a) What is the official name of alcohol? (b) What



A PHARMACEUTICAL OUTING.—Here we have some of the executives after the rooster contest was finished. Dr. Jokichi Takamine, of adrenalin and taka-diastase fame, won the race, and he is seen proudly holding the Teddy Bear which he captured as first prize. At the right of the picture is Mr. George Hargreaves, treasurer, who came in at the end and whose reward was a huge lemon! The other figures, reading from the right, are President F. G. Ryan, General-Manager E. G. Swift, Sales-Manager J. C. Spratt, and Canadian Laboratory Superintendent R. H. Revell. Mr. Swift was awarded a gun for coming in second, while Mr. Revell captured an old sword which he is seen holding aloft.

is its chemical composition? (c) What is its specific gravity? (d) How would you make a 50-per-cent-by-volume mixture of alcohol and water to have one pint of finished product? What are the names of other alcohols usually found in drug stores? Give the names, and about what is the specific gravity of each. (e) Give the present approximate wholesale price of each, if there is more than one, for the quantity in which it is usually quoted.

8. (a) Tell exactly your procedure to fill the following prescriptions, if you would prepare them, and what, if any, precautions you would put on the label. If you would refuse to dispense any or both, state just why:

R (a) Hydrargyri chloridi corrosivi, grs. ij.
Potassii iodidi, ʒiv.
Syrupi sarsaparillæ compositi, ʒiv.
Misce. S. A.
Sig. ʒj t. i. d.

B. CAREFUL, M.D.

R (b) Tinctura ferri chloridi, ʒij.
Liquor Potassii Arsenitis, ʒij.
Syrupi.
Aque Destillat., ʒā q. s. ad ʒiij.
Misce.
Sig. ʒj q. i. d. in aquæ.

B. WARE, M.D.

9. (a) State exactly how you would make for practical medicinal use a ten-per-cent solution of muriate of cocaine in distilled water, 60° F. (b) A one-per-cent solution nitrate of silver in distilled water? (c) A one-hundred-per-cent solution of iodide of potassium? (d) A twenty-per-cent solution of camphor in cottonseed oil? What is the official name of any of these products?

10. (a) How can you tell the difference between granular iodide of potassium and bromide of potassium? (b) How between oxalic acid and Epsom salts? (c) How between muriate of cocaine and nitrate of silver?



A PHARMACEUTICAL OUTING.—The four snapshots shown on this and the opposite pages of the BULLETIN were taken at the recent annual picnic of the employees of Parke, Davis & Co. Five thousand strong, they went down the river from Detroit on two of the big river steamers and spent the day on Bois Blanc Island. Among the novel athletic events enlivening the occasion was a unique race between the chief executives. These celebrities were made to forget their dignity for the time being and were compelled to drive roosters over a prescribed course, with whips in hand, and provided with silk reins attached to the birds' legs. It was spectacular and amusing in the extreme, and only a faint conception of it may be had from this engraving.

PHARMACY.

1. (a) Define pharmacy. (b) What is filtration, percolation, and desiccation? (c) What is meant by a solution? What is a tincture? (d) What is a fluidextract; a solid extract?

2. (a) How is official acetic acid prepared? (b) How does acetic acid No. 8 compare to official acetic acid in strength? (c) What is the difference between glacial acetic acid and acetic acid No. 8, and why is it so called No. 8? (d) Are all the acetates soluble in water? If not name the insoluble ones.

3. (a) What are oleoresins? (b) In what respect do they differ from fluidextracts? (c) How many oleoresins are official? Name them. (d) Give mode of preparation and principal menstruum used in oleoresins.

4. (a) What are abstracts? And are they now official? (b) What advantage do they possess over ordinary extracts? (c) What are official resins? (d) How many resins are official? Name them.

5. (a) Give the ingredients and working formula for the following: (b) Basham's mixture, (c) liquor potassi arsenitis, (d) tr. opii camphorata.

6. (a) Write a prescription in correct form containing proper quantities mercuric chloride, potassium iodide, vehicle q. s., and give directions for taking. (b) How would you compound the following prescription?

Soda bicarb.....Drachm 1.
Sacch. pepsin.....Drachm 1.
Fel bovis inspissated.....Drachm ½.

Mix. Ft. caps. No. XXX.

7. (a) How much cocaine hydrochlorate would you use in preparing two ounces of a 4-per-cent solution? (b) Define excipient, and name five. (c) What excipient is used in the official pills of aloes?

8. (a) Define ointments. How many ways are they made? Name them. (b) How are the following official waters prepared: aqua anisi, aqua camphoræ, aqua chloro-



A PHARMACEUTICAL OUTING.—This dash of 100 yards was less unique than some of the other athletic events at the P. D. & Co. picnic. Nevertheless the athletes are showing good form and the four in the front row are pretty well matched.

form? (c) What per cent of morphine does opium contain? Powdered opium?

9. (a) How is syrup iodide iron prepared? (b) What change takes place on exposing it to the light? (c) What is the dose and how should this preparation be given?

10. (a) What per cent of iodine does official unguentum iodi contain? (b) What per cent of carbolic acid in official unguentum acidi carbolici? (c) How many official collodions are there? Name them.

MATERIA MEDICA.

Give synonym, principal constituents, medical properties, official preparations and their doses, of the following:

1. Cantharis.
2. Ipecacuanha.
3. Buchu.
4. Rhamnus Purshiana.
5. Cinchona Rubra.
6. Senna.
7. Sanguinaria.
8. Colchici Semen.
9. Cubeba.

10. Identify specimens from 1 to 10.

TOXICOLOGY.

1. Give the requirements of the Nebraska poison law.
2. Name the toxic ingredient, with its per cent, in each of the following preparations: (a) Dover's powder; (b) Tully's powder; (c) Magendie's solution; (d) Hall's solution.
3. What is the chemical antidote for: (a) Oxalic acid; (b) lunar caustic; (c) strychnine; (d) mineral acids?
4. What is the maximum dose of each of the following: (a) Morphine; (b) tincture digitalis; (c) hyoscine; (d) corrosive sublimate; (e) tincture of belladonna?
5. Give Dr. Young's or some other standard rule for determining proportionate dose for different ages.
6. What should be the treatment in case of poisoning from swallowing match heads? Name the poisonous substance present in this case.
7. Define: (a) Toxicology; (b) posology; (c) narcotic; (d) asphyxia; (e) antidote.



A PHARMACEUTICAL OUTING.—Another unique race "pulled off" at the P. D. & Co. picnic was the one depicted in this engraving. It was a wind-bag affair. Each contestant was made to carry a long pole, at the top of which was an empty bag several feet in length. The bag, of course, became filled with air and limited the racer's speed.

BUSINESS HINTS.

A Corn Plaster Window.—

The display shown in the accompanying photograph was exhibited last year in the window of "The Medicine Shop," in New Haven, Ct., or, in other words, the drug store of T. P. Gillespie & Co. at 744 Chapel Street in that city. As the photograph indicates, the window was trimmed with corn-



stalks and ears of corn, and to the stalks were fastened the envelopes of Dexter's "Never Fail" corn plasters. The large placard in the center of the window can be read from the engraving and need not be repeated in this place. Gillespie & Co. assure us that the window proved a winner and that several dozen of the plasters were sold during the week in which the exhibit was made.

Some English Ads.—

John Blamey, of Falmouth, England, is an aggressive advertiser. He resorts to the newspapers considerably, but he does not use display announcements so much as little "reading notices" scattered throughout the text. He runs them regularly in the weeklies, and they only cost him a shilling an insertion. Here are two or three of them:

THE SPIRIT OF THE TIMES.—An old Latin proverb speaks of "A healthy mind in a healthy body;" but the latter is impossible unless the teeth are well looked after; they should be brushed twice daily with a

good English-made brush and some of Blamey's No. 2 Tooth Powder and plenty of cold water; if this is done regularly decayed teeth are an impossibility.

BABY'S CASTLE.—During the first year of a baby's life it requires many little necessities for its comfort and well-being. We would advise all mothers to call at Mr. Blamey's in Market Street and inspect his fine stock of infant requisites before purchasing elsewhere; he makes a specialty of Nursery goods.

DOING EVERYTHING WELL.—That prescription of yours will be accurately prepared with the finest drugs money can buy if you take it to John Blamey, 8 Market Street. Profit is an afterthought; quality and accuracy come first with him.

DON'T MISS THIS.—Wide-awake people are always looking out for special offers. Special offers mean money in one's pocket. A very good offer emanates this week from Mr. Blamey the chemist. He has a nice lot of Carriage Sponges to clear out at exceedingly moderate prices. Sole address 8 Market Street, Falmouth.

THE IMMORTAL BARD.—Shakespeare wrote: "The miserable have no other medicine, but only hope." This might have been true at the time those lines were penned, but nowadays people who suffer from depression take the best of medicines—that is, Blamey's Pick-Me-Up; it never fails.

Exploiting Vanilla Extract.—

H. J. Bradshaw, the Columbus druggist, makes an effort to push the sale of spices and flavoring extracts. Some time ago he issued a small envelope and counter slip to exploit his vanilla extract. The slip was 3 by 4 inches in size, and it was printed on both sides. A reproduction of the front of the slip is shown herewith:

Pure, Rich, Strong Vanilla Extract

The richness and strength of flavor and the purity of **Our Vanilla Extract** are only obtainable by making it from the finest Mexican vanilla beans, high-grade, deodorized spirits and pure rock candy.

After being carefully made **Our Vanilla Extract** is just as carefully aged, none being offered for sale until it has been thoroughly macerated and matured.

Give **Our Vanilla Extract** a trial when next you cook something you wish to be particularly delicious.

Bradshaw The Druggist
King Ave. near Neil, Columbus, O.

Three Good Receipts—(Over)

The back of the slip contained the "three good recipes" to which reference was made on the front:

QUEEN CAKE.

Cream 1 cup of sugar and $\frac{1}{2}$ cup of butter. Add 3 eggs (whites and yolks beaten separately) and $\frac{1}{2}$ cup of sweet milk. Stir in gently 2 cups of sifted flour with $1\frac{1}{2}$ teaspoonfuls of baking powder and 1 teaspoonful of BRADSHAW'S VANILLA EXTRACT. Add fruit if desired. Bake 30 minutes in a moderate oven.

BAKED CUSTARD.

Scald 1 quart of milk (do not boil) and add slowly 4 well beaten eggs and 5 tablespoonfuls of sugar. Flavor with nutmeg and 1 teaspoonful of BRADSHAW'S VANILLA EXTRACT. Set the pan with the custard in a pan of hot water in a quick oven and bake until firm.

DELMONICO PUDDING.

Requires 1 quart of scalded milk, 3 tablespoonfuls of corn-starch, 4 tablespoonfuls of sugar, and 6 eggs. Stir the yolks into the milk, add the corn-starch and sugar, and take off the fire. Flavor with BRADSHAW'S VANILLA EXTRACT and put into a pudding dish. Beat the 6 whites to a stiff froth, add a tablespoonful of sugar, spread over the pudding, and brown in the oven.

Selling the Doctors.—

B. S. Cooban & Co., of Chicago, are hustlers—nearly every reader of the BULLETIN knows that! One of the things which the Cooban people endeavor to do is to sell the dispensing doctor his supplies. Mr. Cooban believes that half a loaf is better than no bread; if the doctor will dispense instead of prescribe, then sell him his medicines rather than get nothing from him whatever. Not long ago Mr. Cooban sent out a mailing card bearing the following text to a selected list of Chicago doctors:

B. S. COOBAN & CO.,
DRUGGISTS,
559 West Sixty-third Street.

Dear Doctor:

As you may need from time to time, for use in your office, such supplies as tablets, pills, drugs, chemicals, ligatures, etc., we would call your attention to the fact that we are the recognized agents in this locality for most of the large manufacturers and are consequently in position to supply you with their products at low prices.

Buying in substantial quantities, we secure the best discounts, and are glad to make our prices to you at a very slight advance over the cost, giving you 20 per cent discount, for instance, on tablets and tablet triturates.

We believe that you will be pleased with the goods, the prices, and the promptness of our service, if you place a trial order for such things as you may need at the present time.

We trust that you will find it convenient to go over your stock, and make up a list of your wants just now preparatory to the requirements of your summer practice.

Assuring you of our appreciation of such favors as you may find it convenient to extend, we are Very truly yours,
B. S. COOBAN & CO.

A Prescription Ad.—

The advertisement shown in the accompanying reproduction has been sent in to the BULLETIN by Leon Hale, of

DON'T MISJUDGE

The correct test of a drug store is by the manner in which prescriptions and medicines are prepared. The public has a right to demand competent, conscientious and faithful service in every instance where life or health is involved.

To meet this demand has been the constant effort of this store. How well we have succeeded is proven by the constant increase in our business. The number of those who intrust us with their prescription and drug store wants, continues to grow larger.

The public appreciates our efforts to give better drugs and better service than it is possible to obtain in any other store.

GET IT AT

Hale's

703 Franklin St.

Phone 103.

Something Rather New in a Mailing Card.—

The mailing card shown in the accompanying illustration comes to us from James H. Miller, manager of the "New Drug Store" of Christiansburg, Ohio. The card explains itself. It may be said, however, that the text is printed on a "private mailing card" of the regular postal size. Mr. Miller

A HUNDRED AND ONE

ARTICLES YOU WILL FIND FOR SALE AT

The New Drug Store.

Christiansburg, Ohio

Admeters	Chewing Gum	Harmonicas	Perfumes	Stock Food
Half-Bas	Cold Cream	Hot Water Bottles	Pipes	Spices
Rubber	Cologne	Ice Bags	Plates	String-Velin, etc.
Bad Pans	Cumbs	Ink	Pocket Books	Suspensorys
Bibles	Condensed Smoke	Key Rings	Powder-Condition	Syringes
Books-Bill	Cosmetics	Lye	Face	Tablets-Ink
Blank	Cough Drops	Mantles-Gasoline	Poultry	Tabs-Shipping
Note	Cups and Saucers	Mulline Tubes	Tool	Talcum Powder
Receipt	Daubers	Murres-Pocket	Purses	Thermom-Tr-Dials
Story	Dells	Murders	Rattles	Trusses
Box Ami	Dominoes	Nipples	Razor Straps	Urnals
Box Paper	Droppers-Medicine	Nipple Shields	Shed Dip	Varnish
Bread Pump	Dyes-Diamond	Putnam	Sapillo	Water-Toilet
Brushes all kinds	Envelopes	Shelf	School Bars	Mineral
Charis-Playme	Eraser	Toilet	Shawl Straps	Sets
Calling	Goggles	Paint	Soap-Medicina	Wall Paper, Etc
Catheters	Gold Paint	Pulpy	Shaving	
Cassie	Granite Ware	Plaster Para	Toilet	
Chamber Sets	Hair Curlers		Sponges	
Charmen Skin				

A full line of Drugs and Patent Medicines always on hand. We want your trade.
Come and see us when in need of anything in our line

tells us that he sends them out by mail and also encloses them with other advertising matter and with samples. They are of course not stamped unless sent through the mails. The checks opposite some of the titles would seem to suggest that it is Mr. Miller's purpose to call particular attention to certain goods at the special times when the cards are distributed.

A Tooth-brush Envelope from Australia.—

P. W. Merfield, a successful and well-known pharmacist in Kew, Australia, recently made a tour of the world, and in passing through the United States made a call at the editorial offices of the BULLETIN. We found Mr. Merfield an aggressive student of the business conditions in America, and a most persistent advertiser. The tooth-brush envelope util-



ized in his pharmacy is shown in the accompanying reproduction, considerably reduced in size. The envelope itself is 2½ by 7½ inches in size. It is made of very tough gray paper and is nicely embossed in green ink. Mr. Merfield believes in having his advertising done handsomely. Whenever he sells a tooth-brush, he always slips a small sample of his own tooth-powder in the envelope.

Doing Uranalytical Work for Physicians.—

The Jaynes Drug Co., of Boston, which recently sold out its five or six stores to the William B. Riker & Sons Co. of New York, has always made a strong feature of making urine analyses for physicians. Prof. Wilbur L. Scoville, for-

Tampa, Florida. It was recently used in a Tampa newspaper, and occupied a double-column space. We show it in a reduced size.

merly a member of the faculty of the Massachusetts College of Pharmacy, has been in charge of the laboratory work. At intervals a letter like the following is sent out to physicians:

URINE ANALYSIS AT JAYNES' ANALYTICAL LABORATORY.

DEAR SIR:

The enclosed blank shows what we do for \$2.50. A number of physicians are sending their patients to us for this work, the report being sent to the physician.

We also do a short analysis for \$1.00, omitting the estimations of urea, uric acid, and indoxyl, the quantitative estimations, and tests for acetone and diacetic acid. But we always make very careful tests for albumin and sugar, and a thorough microscopic examination.

We have every facility for good work, and we aim to keep posted on all developments in this line.

Give us a trial, and instruct your patient whether a full or a short analysis is wanted.

In the former case send a full 24-hour quantity.

Reports will be made by telephone when requested, always followed by a written report.

WILBUR L. SCOVILLE, Director.

The Jaynes Analytical Laboratory,
48 Washington Street,
Boston, Mass.

The blank referred to in the foregoing letter is printed on a sheet $8\frac{1}{2}$ by $10\frac{1}{2}$ inches in size, and in reduced form is shown in the following reproduction:

JAYNES MANUFACTURING CO. Manufacturing Pharmacists and Chemists ANALYTICAL DEPARTMENT 48 Washington Street BOSTON, MASS.			
Report of Analysis of Urine from			
PHYSICAL CHARACTERISTICS:			
Color	Reaction	Sp. Gravity	Sediment
CHEMICAL EXAMINATION:			
Indoxyl	Urea	Albumin	
Earthy Phosphates	Uric Acid	Sugar	
Alkaline Phosphates	Chlorine	Bile Pigments	
Sulphates	Acetone	Diacetic Acid	
QUANTITATIVE EXAMINATION:			
(Total quantities passed in 24 hours, of important constituents)			
Urine	Albumin	Sugar	
Uric Acid			
Urea			
MICROSCOPIC EXAMINATION:			

This blank might well be adopted by other druggists who do uranalytical work. It is well devised and arranged.

Keeping in Touch with the Doctors.—

W. J. Frazier, Wichita, Kansas, is a very clever advertiser. Occasionally, when he finds out that some of the physicians in town have sent him no prescriptions for a month, he directs the following postal card to them:

Wichita, Kansas.....
.....M. D.

DEAR SIR:

We regret that we received no Prescriptions from you last month. Of those which you write this month, may we not have a portion of those having no particular preference directed to us?

I do my own Prescription work and handle no side-lines or soda fountain to draw my attention from your Prescriptions. Our Telephone is No. 164, and we solicit the privilege of delivering medicine to your patients' door, free of charge.

Our watchwords are:

CLEANLINESS
PURITY and
ACCURACY


Faithfully yours,

W. J. FRAZIER, Pharmacist,
117 East Douglas Avenue.

Exploiting Stationery.—

There is undoubtedly quite a field for the druggist in the sale of stationery. But a considerable stock must be carried; it must be well assorted and well selected; and it must be brought to the attention of the public. As an advertising suggestion we are reproducing a $3\frac{3}{4}$ by $5\frac{1}{2}$ slip which was

AUTUMN STYLES IN STATIONERY



For polite correspondence there should be no more slighting of the tone and correctness of a lady's stationery than of her clothing, or hat, or shoes.

Styles in paper vary with the years. What was in style last year seems out of place today. Everybody likes to receive a letter on new-style grades.

We have "correct" stationery here—correct for every use and occasion, and correct in price. Boxes or bulk, many grades.

WALLACE & BOHN
DRUGGISTS

EATON/
HURLBUT
STATIONERY

193 MYRTLE STREET
COR. 14TH AVENUE

used last year at this time by Wallace & Bohn, an enterprising firm of Detroit druggists. A good quality of white paper was employed, and the text was printed in red and blue ink. Altogether the slip had a pleasing appearance—much more pleasing than our reproduction indicates. The line border shown in our cut was half an inch inside the edges of the slip on the original.

Another Sunday-closing Druggist.—

In recent issues of the BULLETIN we have reproduced a considerable number of announcements from druggists declaring their intention of limiting the hours of work on Sunday.

Notice

JUN 28 1907

El Paso, Texas.

To the Patrons of Ward's Pharmacy:

Being desirous of observing the Sabbath as much as possible, and of giving my employees an opportunity of doing the same, I will, beginning with Sunday, July 7th, close my store from 1 P. M. till 6 P. M. every Sunday thereafter.

Hoping that you will co-operate with me in this, I remain,

Respectfully yours,

H. WARD.

Open Sunday 7 A. M. to 1 P. M. and 6 P. M. to 10 P. M.

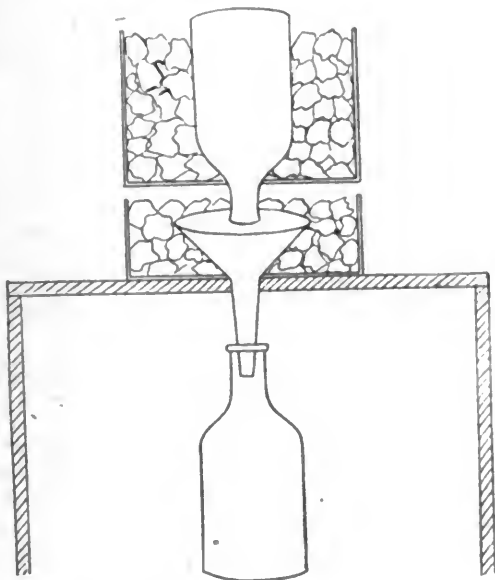
Here is another from H. Ward, of El Paso, Texas. It is printed on the back of a postal card and was evidently distributed through the mails to the people of El Paso, or at least to those in the neighborhood of Mr. Ward's store.

PRACTICAL PHARMACY.

An Apparatus for Cold Filtration.—

Tooth-washes containing soap and liquids flavored with oils rich in the terpenes show a tendency to precipitate. Such preparations should be filtered while very cold. Mr. Paul Caldwell suggests (*Druggists Circular*) a device for this purpose which is at once effective and economical.

The apparatus is made of tin or galvanized iron. The upper part consists of an open box with a hole in the bottom, through which the neck of the can protrudes. The joint should be made water-tight, so that the melted ice will not run through into the funnel beneath. The can must be supported by suitable braces. The lower box rests on a bench



in which there is a hole large enough to admit the neck of the funnel. For filtration, proceed as follows: Place the liquid to be filtered in the inverted can, securely corked, and then pack ice and salt around it. Sometimes it takes a day or two to chill the solution thoroughly. Pack ice in the lower box, place a folded filter in the funnel, lower the neck of the container until it reaches below the surface of the funnel, and remove the cork so that filtration may proceed. When the liquid in the funnel reaches the mouth of the container, the process will continue without any danger of overflowing. A preparation filtered in this manner will not precipitate on being exposed to the cold.

Criticism of the National Formulary.—

At a recent meeting of the Philadelphia College of Pharmacy, some interesting comment was heard on some of the preparations of the National Formulary. According to Mr. M. I. Wilbert the formula for the solution of peptonate of iron and manganese is a poor one. Dietrich's formula would have been better. Dunning's preparation of this solution is

also very acceptable.* Mr. Wilbert then continued to criticize a number of other preparations in the National Formulary, showing a marked familiarity with these products. He thought powdered cudbear in liquor antisepticus alkalinus was preferable to the tincture; a little extra eucalyptus would hide the sweet odor. He thought all the pepsin preparations were bad. In glycerinated elixir of gentian the quantity of saccharin solution is ten times too much owing to an error in the position of the decimal point. He questioned the advisability of using saccharin in National Formulary preparations.

At the same meeting elixir of glycerophosphates came in for a share of the criticism. According to Mr. Cliffe this preparation is not as good as that of various manufacturers. He advised the addition of 15 Cc. of 10-per-cent phosphoric acid, and stated also that 240 Cc. of glycerin would be better than the 300 Cc. directed in the formula. Further, he advocated the use of Tokay or Angelica wine, together with the proper amount of alcohol, instead of aromatic elixir.

Mr. Blair thought that the formula for aromatic elixir made a poor preparation. The same is true of elixir curacao, in which orris root is undesirable. Citric acid should not be present. Dr. Lowe mentioned a blackberry cordial which he proposed to make as a substitute for the blackberry brandy sold by liquor dealers. He also spoke of styptic cotton as a remedy for nosebleed.

An Incompatible Prescription.—

J. Crombie, Ph.G., in a paper read before the Glasgow and West of Scotland Chemists' Association, told how he had dispensed the following prescription:

Apomorphine	1 grain.
Heroin hydrochlor.	1 grain.
Terebene	2 drachms.
Bals. Peru	1 drachm.
Syrup	
Mucilage	of each to make 2 ounces.

In rubbing the balsam and terebene together, prior to emulsifying with the mucilage, the terebene separated, leaving the hard, resinous portion of the balsam adhering to the mortar, so that emulsification was impossible. A satisfactory result, however, was obtained by triturating the balsam with 3 drachms of powdered acacia, adding the syrup and terebene in small portions; the terebene, separating again, was poured off, and about half an ounce of water, containing the apomorphine and heroin hydrochloride, added to the thin emulsion. Finally, adding the separated terebene, a good emulsion was obtained.

The U. S. P. Glycerite of the Phosphates of Iron, Quinine and Strychnine.—

Mr. T. D. McElhenie, of Brooklyn, N. Y., recounted an experience before a recent meeting of the Philadelphia College of Pharmacy (*American Journal of Pharmacy*) that he had had with the glycerite of the phosphates of iron, quinine and strychnine of the U. S. P. This preparation, he asserted, tends to precipitate or to form a solid magma. By heating it will redissolve and will mix readily with syrup to form a clear and apparently stable preparation.

*See page 121 of the March BULLETIN, 1907.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Canning Fruit.

C. J. B. writes: "I would like some information regarding the canning of fruit, especially tomatoes. Last year several of our cans spoiled, although they seemed perfectly air-tight. Is sodium benzoate a good preservative? Kindly give me some information in this direction."

While space forbids our entering into details regarding the canning of tomatoes, there are a few points which merit particular attention. We assume you scalded the tomatoes to remove the skin. The next precaution to be observed is the careful sterilization of the containers. The cans, rubbers, and covers must be as free from germs as possible; otherwise they furnish a starter for the fermentative process. The housewife is in the habit of scalding the utensils with boiling water. To us this hardly seems sufficient. If you do not deem it feasible actually to boil the containers, it would be well to add a little salicylic acid to the water in which you scald them.

Having taken the precaution to render the cans, rubbers, and covers as sterile as possible, the next point to be observed is proper cooking. Maintain a boiling temperature for at least thirty minutes. Don't agitate. Let the tomatoes remain whole. After boiling the fruit for at least one-half hour add nothing which has not been sterilized in the same way. Keep all the utensils hot in transferring the fruit from the kettle to the cans. Be quick in this operation, as you must exclude the germs in the air. Fill the cans full. It is to be remembered that canning fruit is essentially a process of sterilization. The addition of 0.1 per cent of sodium benzoate would help to preserve the fruit, but the use of this agent ought not to be necessary, and preservatives should be avoided where they can possibly be dispensed with, particularly since the food and drug laws are now so rigid on this point.

Extract of Vanilla and the Food and Drugs Act.

"Inquirer."—You are perhaps aware that, in conforming to the food and drugs act, you cannot make a product and call it "Extract of Vanilla" if it contains anything else but vanilla, sugar, alcohol, and water. Extracts containing tonka, vanillin, coumarin, and the like may not bear the title of "Tincture of Vanilla" or "Extract of Vanilla." They must be given some other name indicating the nature of their composition. This point has been covered many times in the BULLETIN during recent months.

Furthermore, the strength of a pure vanilla extract, particularly if it is called "Tincture of Vanilla," must conform to the pharmacopœial requirements—that is, unless, departing from the pharmacopœial strength, a statement to that effect is made on the label. "Tincture of vanilla" is a phar-

macopœial preparation, and the law stipulates that products contained in the U. S. P. and the N. F. must be in accordance with the standards and requirements established by those books unless the points of difference are "plainly stated upon the bottle, box, or other container."

Under the circumstances the best thing you can do is to follow the pharmacopœial formula. A copy of the last revision of the U. S. P. you undoubtedly have in your store, and it seems therefore unnecessary for us to print the formula here. We may add to the foregoing explanation, however, that you can make and sell almost any compound flavoring extract of vanilla or vanillin, providing you do not call it "extract" or "tincture" of vanilla unless it really is such. Formulas for various compound extracts have appeared in the BULLETIN from time to time, and we refer you to our annual indexes for the last few years.

White Shoe Dressing.

Messrs. A. and F. want a simple product for whitening canvas shoes. We suggest the following formulas for trial:

- | | |
|--------------------------|-----------|
| (1) Cream of tartar..... | 3 ounces. |
| Oxalic acid | 1 ounce. |
| Alum | 1 ounce. |
| Milk | 3 pints. |

Mix and rub the preparation on the shoes. When they are thoroughly dry, rub them with a mixture of prepared chalk and magnesium carbonate.

- | | |
|-------------------------|------------|
| (2) Water | 136 parts. |
| Fine pipe-clay | 454 parts. |
| Shellac, bleached | 136 parts. |
| Powdered borax | 68 parts. |
| Soft soap | 8 parts. |
| Ultramarine blue | 5 parts. |

Boil the shellac in the water, add the borax, and keep up the boiling until a perfect solution is obtained; then stir in the soap (5 or 6 parts of "ivory" soap, shaved up, and melted with 2 or 3 parts of water, is better than common soft soap), pipe-clay, and ultramarine. Finally strain through a hair-cloth sieve.

This preparation, it is said, leaves absolutely nothing to be desired. A good deal of stiffness may be imparted to the shoes by it, but the addition of a little glycerin would remedy this difficulty. The old application should be wiped away before a new one is put on. This preparation is suitable for military shoes, gloves, belts, and uniforms requiring a white dressing.

You might dispense the first preparation as a powder, allowing the customer to add the milk. Some druggists sell ordinary zinc oxide for this purpose.

Bleaching a Wig.

T. R. T.—"Is hydrogen peroxide of any value in bleaching a wig? Is there any chemical better for this purpose? How would chlorine act?"

These questions were answered in this department of the March BULLETIN. The *Druggists Circular*, commenting on the same subject, offers the following suggestions:

The popular way of bleaching hair still attached to the human scalp is by the use of solution of hydrogen dioxide. The process consists in applying several baths of the solution to the hair after it has been washed free of all oil. All shades from "golden yellow" to "silver gray" may be obtained, the resulting color depending upon the number and frequency of the applications and the color of the hair at the start. This same process will no doubt be of use in bleaching detached switches or wigs; but as these permit of more heroic treatment the time consumed in this method may be saved by using more powerful bleaches.

Perhaps the desired results may be obtained by washing the hair in a weak alkaline solution and immersing it in a solution of chlorinated soda until the desired shade is reached, then rinsing it in clear water and drying in the sun.

Gaseous chlorine is sometimes employed in the bleaching of hair, but

its use necessitates care to prevent the destruction of the hair. The following process has been recommended:

The hair is first washed in a warm solution of sodium hydroxide and rinsed in clear water. While yet moist it is placed in a glass jar and a stream of chlorine introduced until the jar is filled with a greenish vapor. The jar is then closed and set aside for twenty-four hours, when the hair is again rinsed and dried. If the color is not light enough the process is repeated.

"Banana Oil."

A. G. S.—The so-called "banana solution" (the name being derived from its odor) which is used in applying bronzes of various kinds is usually a mixture of equal parts of amyl acetate, acetone, and benzin, with just enough pyroxylin dissolved therein to give it sufficient body. Powdered bronze is put into a bottle containing this mixture, and the paint so formed is applied with a brush to the article to be bronzed. The thin covering of pyroxylin that is left after the evaporation of the liquid protects the paint from the air and keeps it from being wiped off by the cleanly housemaid. Tarnished picture frames and tarnished chandeliers to which a gold bronze has been applied from such a solution, will look fresh and new for a long time.

St. John's Oil.

T. A. P.—We are unable to furnish you with the proper or Latin name for St. John's oil. There is a N. F. preparation, St. John Long's Liniment, which is officially known as Linimentum Terebinthine Aceticum. There is also a drug called St. John's Wort, a synonym for Hypericum. Perhaps you refer to Oleum Hyperici, or red oil, made by macerating four ounces of Hypericum tops in a pint of olive oil.

The Insolubility of Cresol Preparations.

G. T. E. writes as follows: "I am trying to make a certain cresol product, but am not entirely successful. In water my preparation produces a milky solution. Can you supply me with a formula to obviate this?"

The proprietary product which you mention is made by dissolving the fraction of tar which boils between 190° and 200° C. (374° to 392° F.) in fat, and subsequently saponifying it by the addition of an alkali in the presence of alcohol. While you have not submitted your formula for analysis, we assume that you are using sufficient soap. Your difficulty is probably due to an inability to secure the proper crude oil to start with. The cresols which enter into your preparation must be carefully fractionated; otherwise they will distil over together with hydrocarbons of a higher boiling point and of less solubility. We recommend that you add the cresols after making the soap. Be sure that you have enough of the latter. If necessary add 5 per cent of glycerin to your finished product to make it miscible in water.

A formula for a cold cream appears elsewhere in this issue, in the department of "Dollar Ideas."

Removing Indelible Ink Marks.

T. R. T. writes: "Is there anything which will remove an indelible ink mark from paper or linen without destroying the fabric?" Yes. Stains of indelible ink made from silver nitrate, for example, may be removed by moistening them with a brush dipped in a strong aqueous solution of potassium cyanide, and then washing the fabric well in water. The cyanide solution is very poisonous. Of course,



AN ENTERPRISING STORE IN INDIANA.—In this picture we are showing the store of Hargrove & Mullin, located in the Indiana town of Rushville. It is a modern establishment in every respect, and the photograph conveys a suggestion of prosperity and success. The fixtures are new and attractive.

this particular method will not do for paper. Stains of red aniline ink may be removed by moistening the spot with strong alcohol acidulated with nitric acid. Unless the stain is produced by eosine, it disappears without difficulty. Paper is hardly affected by this latter process. Still, it is always advisable to make a blank experiment first.

A Troublesome Formula.

E. C. E. writes: "I have the following formula which I cannot dispense successfully. Can you suggest any way of solving the difficulty?"

Acid salicylate (true).....60 grains.
Acid oleate of sodium.....60 grains.
Phenolphthalein36 grains.
Menthol8 grains.

Mix and make pills, No. 26.

These substances, when mixed, form a paste. The menthol and acid oleate of sodium react, causing partial liquefaction, and you must use an absorbent of some kind. Mr. Gustave Wolff, Phar.D., in a paper read before the A. Ph. A. last year, suggested the following:

Extract of licorice, powdered.....2 drachms.
Kaolin1 drachm.

You might use starch instead of the kaolin. If you still experience trouble in making these pills, put them up in capsules.

An Olive Oil Mixture.

K. W. & Co. ask how to prepare the following prescription to obtain a mixture which will not separate on standing, and want to know whether the yolk of an egg would improve it:

Olive oil4 ounces.
Vinegar5 ounces.
Wheat flour,
Mustard, aa.....1 ounce.
Sodium chloride1 drachm.
Celery, ground½ drachm.
Aqua1 ounce.

The mixture may be prepared in this way: Dissolve the sodium chloride in the water, add this salt solution to the flour, and make a smooth paste before adding the vinegar. Heat to boiling with constant stirring, and continue to boil for two or three minutes. Then add the mustard, celery seed, and lastly the olive oil in portions, mixing well after each addition. The resulting product is permanent and smooth.

Lassar's Paste.

C. J. C.—The National Formulary recognizes three Lassar pastes—a naphthol, a mild resorcin, and a zinc-salicyl paste. Assuming that the zinc-salicyl product is the one you want, we quote the formula as follows:

Salicylic acid, in fine powder.....2 parts.
Zinc oxide24 parts.
Starch24 parts.
White petrolatum (U. S. P.).....50 parts.

Thoroughly levigate the zinc oxide with a portion of the petrolatum; then add the salicylic acid, the starch, and the remaining petrolatum, and triturate until a perfectly smooth mixture is obtained.

Compound Resorcin Ointment.

A. C. R.—A good formula for compound resorcin ointment appeared on page 216 of the May BULLETIN in the department of "Practical Pharmacy." Further formulas for this preparation were published on page 85 of the February BULLETIN.

A Misleading Prescription.

J. B. submits the following prescription for criticism:

Quinine sulphate.....gr. v.
Capsules No. XII.

J. B. states: "The prescription was dispensed in twelve capsules; the doctor and the proprietor say I did wrong, but I want some higher authority on the subject."

Technically, according to the strict rules of prescription writing, you were right. However, a 5-grain capsule of quinine is commonly prescribed, while a 5/12-grain dose is a rarity; accordingly, you should have interpreted the directions less literally. You might have inquired of the customer whether the capsules were intended for an adult, or else have called up the doctor and asked for more definite instructions.

Freezing Mixtures.

L. J. asks us to publish some formulas for freezing mixtures. Here is a table which explains itself:

INGREDIENTS OF FREEZING MIXTURES.	Thermometer sinks ° F. from any temperature.
1. Two parts snow or pounded ice, 1 part sodium chloride..	to — 5°
2. Five parts snow or pounded ice, 2 parts sodium chloride, 1 part ammonium chloride	to — 12°
3. Twenty-four parts snow or pounded ice, 10 parts sodium chloride, 5 parts ammonium chloride, 5 parts potassium nitrate	to — 18°
4. Twelve parts snow or pounded ice, 5 parts sodium chlo- ride, 5 parts ammonium nitrate.....	to — 25°

Regarding Sodium Glycocholate.

Dr. H. N. G. sends us the following communication: "I administer sodium glycocholate with very good success in apparent gall-stones. Now and then the patient cannot take the product on account of the burning which it produces in the stomach. I give it in capsules. Can you tell me a better mode of administering this agent?" Dr. Cuvier R. Marshall, a therapeutic authority, suggests that the capsules will not be found objectionable if given immediately after meals, in which case they will be digested with the food.

Deodorizing Alcohol.

G. S. requests us to publish a method for deodorizing alcohol:

Alcohol160 ounces.
Powdered quicklime.....300 grains.
Powdered alum.....150 grains.
Spirit of nitrous ether.....1¼ drachms.

Mix the lime and alum intimately by trituration; add the alcohol and shake well; then add the spirit of nitrous ether; set the mixture aside for seven days and filter through animal charcoal.

Letters for Sign Printing.

F. A. M.—The Detroit Rubber Stamp Co., Detroit, Mich., or any stamp concern in your own city, could doubtless furnish you with the letters and characters necessary for sign printing.

Hair Dye.

L. B.—A formula for a hair dye was published in this department of the July BULLETIN on page 307.

DRUGGISTS' SPECIALTIES.

In this department Mr. B. S. Cooban, a practicing pharmacist of large experience in the manufacture and sale of druggists' specialties, will endeavor to provide formulas that will "work" to subscribers who ask for them, and in turn will publish formulas for successful specialties which readers themselves are cordially invited to contribute. All correspondence should be addressed to "Specialties Department," BULLETIN OF PHARMACY, P. O. Box 484, Detroit, Michigan; and all inquirers should conform to the conditions which are stated over the adjoining department of "Queries."

Fermentation Trouble with a Cough Syrup.

F. M. relates his troubles as follows: "The formula submitted below proved very satisfactory all winter, but at this season it has fermented in a manner which is hard to explain. In bottles filled from the same batch, a few are light-colored and have fermented, while the others remain dark and do not seem to have fermented at all. All the bottles were put up under the same conditions and were not exposed to strong light.

FORMULA.

White pine bark.....	1 ounce.
Wild cherry bark.....	1 ounce.
Licorice root.....	1 ounce.
Sassafras bark.....	1/4 ounce.
Poplar buds.....	1/4 ounce.
Blood root.....	1/4 ounce.
Ipecac.....	1/4 ounce.
Glycerin.....	2 1/2 fluidounces.
Sugar.....	12 ounces.
Tar water, to make.....	16 fluidounces.

"The tar water is made by simply adding hot water to tar and sand, and agitating. The glycerin is mixed with six fluidounces of tar water, and the drugs are moistened with this mixture. After macerating over night we percolated the barks with the balance of the glycerin-tar mixture, and then poured on a menstruum of tar water sufficient to make the required amount. We placed the sugar in the receiving vessel and percolated it sufficiently to make 1 pint.

"1. Is not the amount of glycerin sufficient to keep the syrup during the summer months?

"2. What might cause part of the bottled syrup to ferment, while the rest of it is not affected?

"3. Would the presence of, say, one per cent of sodium benzoate be objectionable in this kind of a syrup?"

Replying to these queries, we may say that we would not consider glycerin a suitable menstruum for extracting drugs of this character. Glycerin is not only a solvent for some neutral salts, vegetable acids, tannins, etc., but also dissolves albumen, gum, and starch. Accordingly, preparations of vegetable drugs in which water and glycerin are used as a solvent will be loaded with inert material, including substances which are very prone to ferment. Glycerin in concentrated form is a strong antiseptic, but this property decreases as the extent of dilution increases. You have in your syrup several principles favorable to fermentation, and the quantity of glycerin is not sufficient to preserve the preparation.

The portion of your product which deteriorated must have been exposed to conditions favorable to fermentation. Perhaps it was stored in a little warmer place than the remainder of the batch.

You would make a better and more stable preparation by cutting out the glycerin and substituting seven to ten per cent of alcohol.

We can see no objection to the use of the small amount of sodium benzoate, but its use is tabooed by the Washington authorities.

Remember that fermentation cannot take place unless there are present a ferment, a fermentable substance, moisture, and heat. You have all but the heat, and summer supplies that. Sunlight is not necessary, though it probably hastens the process.

Vegetable Oil Cold Cream.

W. E. M.—Vegetable oils make very nice cold creams, but they are prone to become rancid quickly, necessitating the making of small lots for immediate sale.

White wax.....	2 ounces.
Spermaceti.....	2 ounces.
Oil of sweet almonds.....	9 1/2 fluidounces.
Distilled water.....	3 fluidounces.
Powdered borax.....	35 grains.
Oil of rose.....	20 drops.

Melt the wax and spermaceti, add the oil, and heat to about the boiling point of water. Dissolve the borax in the water, which has been heated to boiling, add it quickly to the oil and wax, remove the mixture from the fire, and stir until the emulsion is perfect. Add the oil of rose, agitate the preparation and pour it into suitable pots.

If the rose is too expensive, it may be omitted, and oil of peach-nuts may then be substituted for the oil of almond. The former costs about thirty cents and the latter ninety cents a pound.

In making a cold cream, two points are vital: (1) The wax must be of the best quality and sun-bleached. We have found the "Beehive" and "W. H. B." brands good. (2) The temperature of the oil, wax, and water must be equal, or nearly so. Much beating is to be avoided, particularly where vegetable oil is used, as the incorporated air hastens rancidity.



THREE WELL-KNOWN MEMBERS OF THE MISSOURI ASSOCIATION.—This picture was snapped at the recent annual convention of the Missouri Pharmaceutical Association by W. E. Knight of Columbia. At the left stands Dr. H. M. Whelpley, secretary of the Association for sixteen years. In the center is retiring-president L. A. Seitz, of St. Louis. At the right is William Mittelbach, of Boonville, treasurer of the organization for thirteen years.

Making Lanolin Emulsions.

"Kappa" writes: "Would you kindly give me a good formula for a lanolin emulsion, non-separable, if possible, and thin enough to be poured. My present preparation is splendid therapeutically, but settles out on standing. However carefully I rub it down, the lanolin separates in small particles, rendering the cream unsightly."

FORMULA.

Lanolin	1/2 pound.
Cocoanut oil	3 ounces.
Powdered Castile soap.....	2 ounces.
Powdered borax	1 ounce.
Distilled water.....	8 fluidounces.

Rub well together in a mortar, and then add gradually, with constant stirring:

Rose water (40° C.).....	40 fluidounces.
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Stir well to emulsify, and finally add carefully:

Distilled extract of witch-hazel.....	4 fluidounces.
Tincture of benzoin.....	1 1/2 fluidounces.
Oil of rose geranium.....	40 minims.
Oil of lavender flowers.....	24 minims.

Shake well.

Your formula is all right, but your trouble lies in faulty manipulation. During a somewhat busy and varied experience where time was often of chief importance, we have found it imperative to cut out frills, and get results in the quickest and easiest way.

In the formula before us we have two solid fats, an emulsifying agent (soap), and a mild alkaline salt (borax), to be converted into an emulsion. It is obvious that the operation would be simplified by first liquefying the fats, as this

brings them in more intimate contact with the soap and borax, saving time and labor. We made a batch of the cream, proceeding as follows:

The soap and borax were placed in an enameled pan with 16 fluidounces of distilled water, and heated until both were completely dissolved; then we added to them lanolin and cocoanut oil and continued the heat until the fats melted, stirring continually. Sixteen fluidounces more of hot distilled water were added gradually with constant stirring. After the mixture had cooled somewhat, we ran it through cheese-cloth into a half-gallon bottle; then we added the witch-hazel, tincture of benzoin, and perfume, shaking vigorously after each addition, finally pouring in sufficient water to fill the bottle.

The cream thus prepared has been standing at this writing for fourteen days and is in perfect condition, showing no separation, and leaving no particles on the strainer.

Tar Shampoo.

E. C. S. wants a formula for a tar shampoo.

Green soap	12 ounces.
Carbonate of potash.....	2 ounces.
Alcohol	16 fluidounces.
Oil of tar.....	30 drops.
Water, enough to make.....	4 pints.

Dissolve the soap in the alcohol and add the oil of tar. Dissolve the potassium carbonate in a portion of the water and mix it with the soap solution, adding sufficient water to make four pints. Let the mixture stand several days, shaking occasionally, and then filter it.



A KANSAS PHARMACY.—Schnebly's Drug Store is a prosperous establishment in Baldwin, Kansas. It is located in the one-story structure shown in the illustration. On this occasion the windows were trimmed in accordance with ideas which had been published in the BULLETIN, but the photograph is so small as to render it impossible to get a conception of the character of the displays. The design in the left window was a reproduction of one described on page 211 of the BULLETIN for May, 1906. It involved the use of an effigy supposed to be shaving himself preparatory to using a special toilet cream or "after shave" bearing the Schnebly label.

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THE MONTH'S HISTORY.

THE CHICAGO CONVENTION.

Preparations are now being made all over the country for attendance upon the Chicago convention of the N. A. R. D., to be held the week of September 16. The Indianapolis decree, compelling the abandonment of certain policies pursued by the organization in the past, has brought new issues into the foreground, and the Chicago convention is bound to play the part of a great clearing house. That there will be decided differences of opinion, and that all sorts of propositions will be brought forward, need scarcely be doubted. Altogether this year's gathering will perhaps be the most interesting and important in the history of the organization. The Chicago hosts, fulfilling their reputation for hospitality, are making great preparations for the convention, and such entertainments have been

scheduled as a reception and ball on Monday evening at the Auditorium Annex, a great smoker in the Coliseum on Thursday evening, a trip to the Union Stock Yards on Friday morning, and a boat ride on Lake Michigan some time on either Friday or Saturday. In the meantime the ladies will be taken care of in the most ample manner. On Tuesday evening "a camp-fire reunion" will be held of the charter members of the "G. A. R. D."—the unique auxiliary body formed last year on Bohemian lines under the leadership of Herr Bodemann.

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THE BUYING-CLUB PROPOSITION.

The one subject which seems most likely to receive a thorough airing at the Chicago convention is the proposition to turn the Association into a national buying and manufacturing organization. This proposal has been under consideration during the last few months by the various local and State associations throughout the country, and we gather from the reports that the majority of sentiment is against it. The following resolutions, adopted last month by a unanimous vote of the Philadelphia Association, are typical of many others which have been passed by different associations:

Whereas, The N. A. R. D. was organized in 1898 for promoting the professional and commercial interests of our profession; and

Whereas, The success of the movement and the growth of the organization has exceeded the expectations of the originators; and

Whereas, We are now confronted by certain commercial interests that are endeavoring to foist upon our parent association commercial issues which we believe would be detrimental to the success of our national organization; therefore be it

Resolved, by the P. A. R. D. in regular session assembled, that we deprecate this proposed innovation in the methods of our National Association and hereby enter our solemn protest against the amalgamation with any manufacturing plant or buying club; and be it further

Resolved, That we believe that the best interests of the retail drug trade will be more fully subserved by keeping our National Association free from any commercial entanglements, conducting it solely along the lines proposed at its organization.

ADVANCE IN HYDRASTIS AND OPIUM.

The past few months have witnessed a remarkable rise in the prices of two important drugs, hydrastis and opium. While we hesitate to say that golden-seal is becoming extinct, it is safe to predict that at no distant day it will be classed among the rare drugs. The patent-medicine houses which have consumed large quantities of this root in the past are now using less costly substitutes. But the demand for the fluidextract and the white alkaloid continues unabated among the rank and file of the drug trade. The prospect is not encouraging. There was a time when you could buy golden-seal for 17 cents a pound. It grew wild in the shade of the woods. But the depletion of our forests, coupled with an increasing demand for the drug among the medical profession, has made it a scarce article. Dealers in the genuine drug seem to command their own price. At present crude golden-seal is hovering near the two-dollar mark. While we look to artificial cultivation to relieve the shortage in hydrastis, the quantity raised by tillage is far from abundant. The fact that the scarcity is due to natural causes affords little consolation for the prevailing high price. A druggist who finds himself compelled to pay in the neighborhood of \$21 a gallon for the U. S. P. fluidextract of golden-seal is pretty apt to class this drug in a category with chrysanthemums and roses.

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THE OPIUM SITUATION.

With opium the situation is different. Here the rise in price is not due solely to nature. While there has been a shortage in the opium crop, we question whether the corresponding rise in price would ordinarily have advanced beyond \$5 or \$6 a pound. At present, however, gum opium is selling for nearly \$8. The various dealers engaged in buying and selling this drug are manipulating the market to force the price up, the idea being that this action will not only mean larger returns on their present stock, but a greater profit on the next crop. The recent jump of a dollar a pound in less than two weeks would indicate that artificial causes are at work to swell the price. It is just this speculative factor that dissuades us from indulging in any forecasts as to the future cost of opium at the present hour. The BULLETIN would advise its readers to buy closely, ordering just enough opium for present requirements. Stocking up heavily at this juncture, when the market is high, would be a source of satisfaction should it go higher, but an

equal cause of regret in the event of a decline. We suspect, however, that a lot of opium is still under cover. Possibly the speculators will defeat their own end. Restricted consumption consequent upon the prevailing high price may in the course of three months bring gum opium down to a point where it belongs.

* * *

AFTER COCAINE-SELLING DRUGGISTS.

Cocaine-selling druggists have had some rather bad half-hours during recent weeks. Arrests have been made in Louisville, Ky., Alexandria, Va., Chicago, Detroit, Newark, New York City, and other places. In Louisville the State Board of Pharmacy is determined to root out the cocaine-selling evil if it is possible to do so. In Detroit several suits have been instituted by the inspectors of the Board of Pharmacy. In Newark and Chicago the police are taking up the reform with considerable vigor. In New York City the Board of Health is enforcing the ordinance which it adopted some months ago, and over thirty arrests have been made: most of these cases have been based upon the sale, not of the narcotics themselves, but of narcotic-containing proprietaries. On the first of the present month the State anti-cocaine law passed by the last New York legislature became effective, and the Board of Pharmacy will proceed to restrict the sale of cocaine, eucaïne, and their salts throughout the State generally. In Kansas City the Common Council is considering the passage of a drastic anti-narcotic ordinance, while the "Chicago Conference bill" is at this writing pending in the legislature of Georgia.

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COCAINE-BEARING PROPRIETARIES.

The New York anti-cocaine law, referred to in the foregoing paragraph as going into effect the first of this month, involves the sale of narcotic-containing proprietaries as well as the drugs themselves, and it is consequently quite important that the druggists of the State should profit by the recent experience of the thirty pharmacists who have been arrested in New York City for violating the local ordinance by the sale of catarrh snuffs and similar products. The city authorities have declared the following products unsalable except upon a physician's prescription:

Birney's Catarrh Powder.
Gray's Catarrh Powder.
Crown Catarrh Powder.
Coryzon Powder.
Dr. Cole's Catarrh Cure.

In this connection it may be interesting to print a list of cocaine-containing proprietaries recently issued by the Massachusetts Board of Health, every article in this list being unsalable under any circumstances in that State according to the terms of a law enacted a year or two ago:

Dr. Birney's Catarrh Powder.
Crown Catarrh Powder.
Dr. Agnew's Catarrh Powder.
Standard Catarrh Powder.
Infant Catarrh Relief.
Instant Cold Relief.
Dr. Cole's Catarrh Cure.
Pretzinger's Catarrh Balm.
Allenbury's Throat Pastilles, No. 9.
Coca and Tolu Cough Drops.
Specific for Asthma, Hay Fever and all Catarrhal Diseases of the Respiratory Organs.
Nathan Tucker, M.D., Mt. Gilead, O., Vin Mariani.
Dr. Earl's Coca Wine.
Epstein's Wine of Coca.
Green's Coca Wine.
Mattison's Coca Wine.
Metcalf's Coca Wine.
Peruvian Wine of Coca.

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ACCIDENTS FROM POISONS.

Patent medicines of every kind have been under pretty severe criticism during the last two or three years. Among other things, it has often been claimed that proprietary articles are responsible for many deaths. In order to refute this charge the Proprietary Association of America has tabulated all cases of accidental poisoning which have been reported in the public press for two years ending June 30, 1907. The entire table is far too long to print in this place, but we may quote the first ten or dozen items:

Name of article.	Cases.	Fatal.
Carbolic acid	871	352
Morphine	401	257
Laudanum	236	92
Strychnine tablets	201	143
Wood alcohol	150	118
Candy	99	8
Chloroform	97	55
Iodine	93	2
All patent medicines.....	90	43
Corrosive sublimate	78	22
Arsenic	74	24
Strychnine	72	34
Paris green	70	14

Of the ninety cases of poisoning from patent medicines, the claim is made by the Proprietary Association that the results followed the administration of undue doses, and that "not in a single fully

substantiated case was it even charged that any patent medicine in recommended doses was injurious." Incidentally the figures are interesting as showing that carbolic acid retains its place at the head of the list of death-dealing drugs, whether we consider cases of accident, as in this instance, or cases of suicide. The extent to which other drugs also cause accidental deaths will prove suggestive.

* * *

NEW REGULATIONS FOR DENATURED ALCOHOL.

The national congress, at its last session, enacted some amendments to the denatured alcohol law devised for the purpose of making the act more liberal in nature. New regulations have consequently been adopted by the government, and these became operative on the first of the present month. Retail dealers in denatured alcohol are no longer required to swear to applications for permits. Neither is it necessary for them to keep a record of their sales. They may purchase the substance in stamped packages of five gallons or more, or they may procure it in smaller quantities provided it is taken from stamped packages or duly authorized tank wagons. Grocers are given permission to sell denatured alcohol provided they do not sell alcoholic liquors for consumption on the premises. The new regulations will undoubtedly have the effect of considerably increasing the use of the substance, although the Internal Revenue Bureau at Washington reported that during the first six months of the present year the output of denatured alcohol was not less than 1,774,272 gallons. The output for the entire year will probably be over four million gallons. This will exceed by about one million gallons the estimate made by experts at the beginning of the year.

* * *

A DECISION REGARDING PRESERVATIVES.

Decision No. 76 of the Board of Food and Drug Inspection, with reference to the use of dyes and preservatives, has been greeted with considerable interest. The decision provides "that no drug, chemical, or harmful or deleterious dye or preservative may be used. Common salt, sugar, wood smoke, potable distilled liquors, vinegar and condiments may be employed. Pending further investigation, the use of saltpeter is allowed." Regarding sodium benzoate and sulphur fumes, the Board declares that no definite decision will be rendered until investigations now under way are completed. In

the meantime "no prosecutions will be based on the manufacture, sale or exportation of food and food products manufactured or packed during the season of 1907 which contain sodium benzoate in quantities not exceeding one-tenth of one per cent, or benzoic acid equivalent thereto, provided sodium benzoate or benzoic acid has hitherto been generally used in such food and food products." Practically the same promise is made regarding the use of sulphur dioxide in cases where the finished product does not exceed 350 milligrammes per liter in wines or 350 milligrammes per kilogramme in other food products. It is declared, however, that such foods shall state the facts of their preservation on the label, and it is also declared that the label must not bear the customary reference to the guaranty filed with the government or any statement that the article is guaranteed to conform to the food and drugs act. The memorandum accompanying the decision makes it clear that the Board believes sodium benzoate to be harmful, and it seems quite likely that the use of the substance will be prohibited in the early future. If it is, it will prevent druggists from using the substance in such products as soda syrups.

* * *

ATTITUDE OF THE STATE COMMISSIONERS.

In this connection it is interesting to note that an annual convention was recently held in Norfolk, Va., of the Association of State and National Food and Dairy Departments. The use of preservatives was argued at considerable length and was opposed by most of the commissioners. Among the preservatives now in common use, but believed to be harmful by the association, are formaldehyde, beta-naphthol, copper salts, salicylic acid, boric acid, sulphurous acid, benzoic acid and benzoates, abrostral and saccharin. Passing on to discuss other questions, some of the State officials present at the meeting criticized the Federal food and drugs act and expressed the opinion that statutes of a different character should be enacted in the States. The majority of sentiment, however, was against this proposition, most of the commissioners believing that uniformity in the various national and State laws was a cardinal necessity. A resolution to this effect was adopted. E. F. Ladd, president of the Food and Drug Commission of North Dakota, was elected president of the association. Mr. Ladd has been a very efficient officer, and he has caused the pure food and drugs law of North Dakota to be enforced in a sane and satisfactory manner.

A DRASTIC PROHIBITION LAW.

Georgia has recently enacted what is probably the most drastic prohibition law with which the country has yet experimented. It aims absolutely to stop the sale of liquor for any and all purposes. Druggists may not dispense it even upon physicians' prescriptions, although they are permitted to sell alcohol under severe restrictions. The latter may be sold only upon a physician's prescription, and this must be filled upon the day it is dated and issued, or upon the following day. Within ten days after it is filled the druggist must file the prescription with the "ordinary" of the county, who shall cause it to be recorded in his office, and who shall make a recording fee of five cents for each prescription. "Upon any prosecution under this act the burden of proving the defense that the sale was of pure alcohol under prescription, as herein provided for, shall be upon the defendant." No druggist who is also a practicing physician shall fill his own prescriptions, nor shall more than one pint of alcohol be furnished on any one order. The foregoing restrictions, we may point out again, refer to the sale of alcohol only: the sale of other liquors is absolutely prohibited within the borders of the State—and not only their *sale*, but their manufacture and even possession.

* * *

LIQUOR-SELLING DRUGGISTS.

The relation of the pharmacist to liquor-selling has recently received vigorous attention at the State meetings of the Ohio and Michigan State Pharmaceutical Associations. President Wallace, of the Michigan Association, declared that there were some druggists in the State who sold as much beer and whiskey as the saloonkeepers, and that the evil should be corrected by adequate legislation. President Dean, of the Ohio Association, made much the same assertion regarding the conditions in his State, and he pointed out that a premium is put upon the establishment of saloon drug stores in the prohibition counties of Ohio. Discussing the same subject later on at the Ohio convention, Prof. James H. Beal declared that "it is time for pharmacy to clean house. If we do not do it ourselves it will be taken up by others. If legislation is needed, it will be forthcoming, since here the temperance and the saloon interests can join hands in a common cause." All of this provokes us to point out, as we have done on many an occasion in the BULLETIN, that druggists should take up liquor-

selling reform with vigor if they desire to preserve the reputation of the calling, and if they are anxious to protect themselves from harmful legislative assaults from the outside.

* * *

SEVERAL COÖPERATIVE SCHEMES.

The woods are full of coöperative schemes these days. Not only is the N. A. R. D. considering the advisability of coöperative purchasing, but organizations of various kinds are cropping up here and there. The "Coöperative Remedies Company of America" has recently appeared in Indianapolis, claiming to have the exclusive control of "the famous Lux remedies," and holding out alluring profits of no less than 130 per cent! The company is to be capitalized at \$100,000. One agent is to be appointed in each locality after the method followed by such concerns as the United Drug Co. and the American Druggists' Syndicate. New York, too, has given birth to "The North American Drug and Chemical Co." From a satirical account of this proposed organization, appearing in a recent issue of the *American Druggist*, we find that the chief remedy to be manufactured is "Colophene Compound, the wonder worker," that there will be others equally efficacious, and that all of them have been designed by a gentleman who spent some years in Hot Springs, "where germ diseases of every description are found in abundance." From all this it appears quite evident that the druggist has plenty of chances to make himself rich if he will only seize upon his opportunities!

* * *

THE N. W. D. A. MEETING.

The National Wholesale Druggists' Association will hold its annual convention this year at the Brown Palace Hotel in Denver, during the week commencing Monday, September 30. The interstate commerce law has put an end to the certificate plan, but while for this reason one and one-third rates are no longer possible, it is suggested that members buy round-trip tourist tickets to Colorado Springs. Indications point to a large attendance. The N. W. D. A., like the N. A. R. D., is faced by the need of changing its plans somewhat as a result of the decree entered at Indianapolis some months ago. Questions of importance are therefore to be debated. In the meantime we note that the Metropolitan Drug Club, comprising the jobbers of New York City, has started a movement favoring the

establishment of New York as a permanent meeting place for the N. W. D. A. It argues that New York is really the drug trade center of the United States, that jobbers throughout the country find it necessary for business purposes to visit the city once or twice a year, and that for these and other reasons New York as a permanent meeting place would be eminently satisfactory from every point of view.

* * *

THE BRITISH WANT OUR SYSTEM.

The analogue of the American Pharmaceutical Association across sea, the British Pharmaceutical Conference, held its annual meeting some weeks ago in Manchester, England. About 200 members and visitors were in attendance from all parts of the United Kingdom, and a considerable number of scientific papers were read and debated. Thomas Tyrer, F. I. C., F. C. S., in his presidential address, contrasted the methods of pharmacopœial revision followed in Great Britain and in America, and came to the conclusion that his country would do well to adopt the American system. In Great Britain the revision and publication of the Pharmacopœia is under the control of the General Medical Council, and pharmacists have no part in the work save as they may be consulted by the Council. In America, on the other hand, pharmacists and physicians coöperate in the revision of the book, and pharmacists, indeed, comprise a majority of the Revision Committee. The new president of the B. P. C. is Robert Wright, a retail pharmacist of Buxton, and a member of the Board of Examiners for England and Wales.

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Two or three physicians in Cincinnati have declared war upon the alleged practice of one or two drug stores in giving commissions to certain physicians on prescriptions sent them to be dispensed. A Wisconsin judge has ruled that contracts of this sort between druggists and physicians are illegal, and the Cincinnati reformers declare their purpose of resorting to legal methods to stop the abuse if other means fail.

* * *

Albert Wetterstroem, of Cincinnati, formerly president of the Cincinnati College of Pharmacy, a member of the Cincinnati Board of Education, and one of the most prominent druggists of the city, died at his home a few weeks since after a long illness.

EDITORIAL.

AMEND THE SHERMAN LAW.

Druggists and other groups of retail dealers may well look forward with unusual interest to the meeting of the National Civic Federation which is to be held in Chicago September 23 to 26, the week following the convention of the N. A. R. D. in the same city. The chief subject scheduled for consideration is the Sherman law: How may it be so fortified on the one hand as to affect more certainly the oppressive and monopolistic combinations of capital, and how may it be so modified on the other as to bear less unjustly and heavily upon concerted action between small dealers who seek only to protect themselves against aggression and destruction?

For it has been pretty well seen, and we hope quite generally admitted, that the Sherman act, in outlawing every form of concerted action, is so rigid and indiscriminating that it has become the instrument of injustice and oppressive tyranny. There are just as well as unjust restraints of trade. There are trade agreements which are proper and excusable as well as trade agreements which are highly improper and entirely inexcusable. The primary purpose of the Sherman law is to protect the public and the small dealer from the encroachments and the extortions of the powerful combinations. But this very purpose has in large measure been defeated by the iron-clad and unyielding terms of the law itself. Why?

Because the small dealer can protect himself only by using the very methods which his masterful competitor employs for his destruction. He can do nothing alone, unarmed, and in the open field. He must combine with his fellows and get behind the breastworks. He must employ concert of action. He must restrain trade. He must resort to trade agreements and understandings. All this he does in self-defense, and he is justified in doing it, but the Sherman law says he must abstain from such methods. He must cease acting in concert with his fellows, which means that he must get out in the open and make himself a target for powerful enemies seeking his destruction.

Thus the Sherman act contains the germ of its own subversion concealed within its structure. It negatives and defeats itself in the most illogical manner.

Look at the injustice of the demand, for instance, that retail druggists shall not seek to prevent the cutting of prices on patent medicines. (1) Has not President Roosevelt sought by every means within his power to prevent the cutting of prices on railway freight rates and to outlaw discriminations and rebates of every kind and nature? (2) Have not some States enacted laws forbidding the cutting of prices on railway tickets—*forbidding ticket "scalping"*? (3) Have not other States enacted laws prohibiting insurance "*rebating*," as it is called? What an anomaly is here presented! Laws are actually passed to prevent cutting on the one hand, while on the other a law is invoked to declare that very thing illegal and in conflict with the public interest!

That concert of action and restraint of trade are sometimes permissible and even necessary the Republican party must certainly admit. For is not this what the protective tariff means? Is the tariff not a combination in the interests of American manufacturers? Does it not raise prices? Does it not shut out foreign producers? Does it not restrain the people from purchasing their supplies in the cheapest market?

To these questions the Republican doctrinaire will reply: "Exactly, but these things have been necessary in order that America might develop her manufacturing interests, and we may thank the protective tariff very considerably for the industrial greatness which we have achieved as a nation."

Ah! then you admit that restraint of trade is admissible if used for beneficent ends, that concert of action may be necessary under certain circumstances, and that unchecked competition, far from always being the life of trade, may frequently be its destruction?

This is the heart and core of the question. These are the truths which must be recognized and written into the Sherman law if it is to accomplish its purpose without cutting both ways like a two-edged sword. The act is out of harmony with the recent changes in our industrial and commercial life. It is sadly in need of amendment, and we trust that some effective basis of modification will be decided upon at the Chicago conference of the National Civic Federation. In the meantime we observe that the various State pharmaceutical associations are passing resolutions calling for suitable amendments to the Sherman act, and that copies of these are in every case directed to be sent to the Federal Senators and Representatives in the State.

IS PHARMACY "PASSING?"

Dr. J. N. Hurty, a pharmacist of prominence, and the secretary of the Indiana Board of Health, delivered an address before the Indiana Pharmaceutical Association at the last meeting which has attracted considerable attention. Dr. Hurty donned the prophet's mantle for the time being and looked forward to a future when the drug store and the drug-curing doctor would pass away. Indeed, declared Dr. Hurty, they are passing now. The modern physician uses fewer and fewer drugs, while the modern drug store is more and more given up to the soda fountain, the cigar case, and the stationery department.

A prophecy somewhat similar to that of Dr. Hurty was made a few months ago by J. W. T. Knox, who, in looking ahead to what pharmacy should be fifty years hence, feared that the druggist would be a man without an occupation. Such forecasts are interesting, but they are brutally trodden upon by facts and statistics.

Henry P. Hynson, in a paper read not long since, showed that during the decade between 1890 and 1900, the manufacture and sale of "druggists' preparations, not including prescriptions," had augmented in extent and value from \$6,659,797 to \$23,192,789. This was an increase of nearly 300 per cent, whereas an increase of only 22 per cent had been registered in the population.

Does this look as if the drug business was "passing away?"

THE PERCENTAGE EXPENSE OF DOING BUSINESS.

C. B. McC. writes as follows: "Might I request you to state in an early issue of the BULLETIN just what should be considered a legitimate percentage expense for the retail druggist? Hardly two writers on the subject of drug-store profits agree on that point. I believe this question would be of very general interest to the trade."

This is an exceedingly difficult question to answer. Perhaps the best reply would be a suggestion that C. B. McC. and others read very carefully the business statements of druggists which appear monthly in the BULLETIN. From this source it will be comparatively easy to determine the different rates of percentage expense experienced by druggists throughout the country.

This much of a more definite nature may be stated, however: We have quite often expressed our opinion, in commenting upon these business statements, that the average percentage expense of the average pharmacist is about 30. Of course this includes the proprietor's personal salary, which in most instances ranges between nine and twelve hundred dollars a year. When the business runs up into fifteen or twenty thousand annually, the percentage expense usually drops to 25. The big drug merchants, like Hegeman of New York, cut it down to 20 or lower. Thus it will be seen that the element of percentage expense varies with the size and nature of the business itself.

This may be a good place to repeat our opinion that every druggist should strive to make at least a net profit of 10 per cent. If his percentage expense is 30, then he ought to hold before himself the ideal of making a gross profit of 40 per cent—either that, or else he should so reduce his expenses as still to preserve a 10-per-cent margin.

THE OBSERVER'S COLUMN.

George Eliot's "Middlemarch" is believed by many critics to be "the greatest novel in the English language," but The Observer is almost ashamed to confess that he never read it until recently. Its humor, its characterization, its flavor of the literary essay, and its deep and profound insight into human nature made the book a source of keen pleasure from beginning to end, and The Observer was filled with regret when the last page was turned.

Incidentally he became much interested in the fortunes of one Lydgate, a Middlemarch physician. Lydgate had received his education in London, and he was a convert to the new view that the physician should not dispense his own drugs. Not so far back the physician and pharmacist had been one and the same person, and the apothecary was now becoming a separate individual in the community against serious obstacles. Physicians still dispensed systematically, and to gain a livelihood the apothecary was compelled to become a prescriber for the more common ailments until it would seem as if he were not so much a pharmacist as a dual dispenser-physician of an inferior sort.

But Lydgate had absorbed new ideas. It was unprofessional for the physician to dispense his

medicines. It was unscientific to use medicines very much anyhow. To be sure, all the other Middlemarch physicians followed these practices, but Lydgate was going to make reforms.

He told Mawmsey, the husband of an ailing wife and the father of a large family, that

"It would lower the character of practitioners, and be a constant injury to the public, if their only mode of getting paid for their work was by making out long bills for draughts, boluses, and mixtures. To get their own bread they must overdose the kings lieges; and that's a bad sort of treason, Mr. Mawmsey—undermines the constitution in a fatal way."

Mr. Mawmsey wasn't quite convinced, and when he reported Lydgate's remarks to Mrs. Mawmsey, that good woman was even less convinced than her husband.

"I should like him to tell me how I could bear up at Fair time, if I didn't take strengthening medicine for a month beforehand? But what keeps me up best is the pink mixture, not the brown. I wonder, Mr. Mawmsey, with *your* experience, how you could have patience to listen. I should have told him at once that I knew a little better than that."

The next day Mr. Gambit, another one of the Middlemarch physicians, was told that Lydgate went about saying physic was of no use. "Indeed!" said he, lifting his eyebrows with cautious surprise. "How will he cure his patients then?"

"That is what I say," returned Mrs. Mawmsey, who habitually gave weight to her speech by loading her pronouns. "Does he suppose that people will pay him only to come and sit with them and go away again?"

All of Middlemarch was much disturbed over the new doctrine. Lydgate's remarks flew from tongue to tongue, and of course his views became transformed to the point where they all but lost their original identity. Two or three of the physicians, dining one day with Hackbutt, an attorney, fell to discussing the subject, whereupon Toller, a practitioner, remarked satirically: "Dibbitts [the Middlemarch apothecary] will get rid of his stale drugs then. I'm fond of little Dibbitts, and I'm glad he is in luck."

Hackbutt, the host, was less satiric and more energetic in the expression of his views. He declared that a medical man

"should be responsible for the quality of the drugs consumed by his patients. That is the *rationale* of the system of charging which has hitherto obtained; and nothing is more offensive than this ostentation of reform when there is no real amelioration."

It was not long before Lydgate began to suffer for his "innovations." Not only had he aroused the

strong opposition of his competitors, but he had invoked the misgivings of his patients. Those who called him in watched a little anxiously to see whether he "used all the means he might use" in the case.

Even good Mr. Powderell had his mind disturbed with doubt during his wife's attack with erysipelas, and could not abstain from mentioning to Lydgate that Peacock on a similar occasion had administered a series of boluses. At last, indeed, in the conflict between his desire not to hurt Lydgate and his anxiety that no 'means' should be lacking, he induced his wife privately to take Widgeon's Purifying Pills, an esteemed Middlemarch medicine, which arrested every disease at the fountain by setting to work at once upon the blood. This co-operative measure was not to be mentioned to Lydgate, and Mr. Powderell himself had no certain reliance on it, only hoping that it might be attended with a blessing.

Human nature changes very little as time goes on, and although the scenes of "Middlemarch" were laid a century or two ago, The Observer's readers will agree with him that even yet patients like to take something strong, and take it often, when they are afflicted with the ills to which flesh is heir. The modern physician who aims to place dependence upon such things as diet, hygiene, exercise, and the like has much difficulty in enlisting the coöperation of his patients until he administers water flavored with some strong but innocuous bitter, and thus breeds the conviction that something very heroic is being done.

As for the practice of dispensing by the physician, The Observer may point out that it has always been followed to a far greater extent in England than in America. Even in the year of our Lord 1907 the conditions in Middlemarch (assuming this to be a local habitation and not a name) would probably not be found so markedly different from those depicted by George Eliot as existing generations ago. Reformers of Lydgate's type have not been numerous or strong enough to correct the situation, and the physician's "surgery" of to-day in England is one of the greatest thorns in the flesh of the pharmacist.

On September 3, just as this issue of the BULLETIN will probably be reaching its readers, an important meeting will be held in Toronto for the purpose of organizing a parent pharmaceutical association to represent the entire Dominion of Canada. At this writing the event is being looked forward to with deep interest in the pharmaceutical circles of the various provinces of the Dominion.

Total sales.
Purchases.
Stock increase on decrease (inventory).
Cost of goods sold.
Gross profits.
Expenses.
Apparent net profits.
Depreciation in fixtures.
Depreciation in accounts.
Total depreci- ation.
Actual net profits.
Inventory stock.
Inventory fixtures.

Our form has the possible advantage over the other in that it takes account of the element of depreciation in book accounts and fixtures: unless these are deducted from the apparent net profits, the real profits or earnings from the business are not accurately determined. Then, too, our table also considers not merely the total purchases but the cost of the goods actually sold, this being determined by deducting from or adding to the purchases for the year the goods added to or taken from the permanent stock as shown by the inventories.

If some such form as we have suggested were to be used by druggists sending us statements for criticism in this department, it would make comparisons more easy and might possibly render the subject more profitable and attractive. Just now, however, we have on hand several statements which are awaiting their turn for publication, and these are not made out in any such manner.

PERSONAL.

DR. A. B. HUESTED.

The accompanying portrait of Dr. Husted will bring pleasure to many pharmacists scattered throughout the country. Particularly will it prove of interest to the hundreds of alumni of the Albany College of Pharmacy, for Dr. Husted, as everybody knows, has been the professor of botany and materia medica in this institution ever since its establishment a quarter of a century ago.

Many other positions in pharmacy have been occupied by the Doctor, however, and it would be quite confusing to mention them all. He was one of the founders of the New York State Pharmaceutical Association, and has served this body in many capacities from the presidency down. He was for many years a member of the State Board of Pharmacy. Long a member of the A. Ph. A., he has filled many offices in that great organization, and he and Mrs. Husted are well known to the A. Ph. A. membership.

Privately Dr. Husted is the senior member of A. B. Husted & Co., a retail drug firm located at the corner of State and Eagle Streets in Albany. This is one of the leading pharmacies in the city, and it is particularly notable for its stock of surgical supplies and for the degree in which it enjoys the patronage of physicians. Dr. Husted's son, Prof.

Frank Husted, was for many years a member of the faculty of the Albany College of Pharmacy. At the present time he is professor of chemistry and



DR. A. B. HUESTED.

physics in the Albany High School. Another son, Mr. James Husted, is associated with the Doctor in business and is an instructor in the College.

A PHARMACIST IN POLITICS.

Stanley E. Parkill, the well-known and successful Michigan druggist, has been the mayor of Owosso



STANLEY E. PARKILL.

for three terms, and he narrowly escaped being made the Democratic nominee for governor in 1906. In national politics a Democrat, he is in local affairs

an independent—and a staunch independent at that! During his three terms as mayor he made things very uncomfortable for the grafters of his city and county. Among other things, he was instrumental in having a Grand Jury called which afterwards brought indictments against 46 county officials.

Mayor Parkill stood for honesty in public office and the adoption of business methods in the conduct of public affairs. He found the city with a tax rate of \$17.50 per thousand, and left it with a rate of \$7.37. In addition to this, a large part of the bonded and floating debt of the municipality was paid off, and the amount of money in the city treasury was considerably increased. Mr. Parkill was elected on each successive occasion by an increasing majority, despite the fact that the city is naturally Republican in politics. He finally retired from the mayoralty last spring, refusing to be a candidate the fourth time.

Meanwhile Mr. Parkill has always played a conspicuous part in the pharmaceutical affairs of his State. Among other things, he has filled the offices of secretary and president of the State Pharmaceutical Association, and secretary, treasurer, and president of the State Board of Pharmacy. He graduated from the Department of Pharmacy of the University of Michigan in 1877, and has ever since been in the drug business in Owosso.

PROFESSOR WULLING.

Prof. Frederick J. Wulling is well known, particularly to the druggists of the Northwest, as dean of the School of Pharmacy of the University of Minnesota. If we mistake not, he established the school himself ten or fifteen years ago, and was called to the University for the purpose. At any rate, the institution has prospered under his management and has taken a leading position among the schools and colleges of the country.

Professor Wulling has for years been an earnest fighter in the cause of higher pharmaceutical education. He has preached this gospel in season and out of season to the pharmacists of Minnesota and the Northwest generally. Largely as the result of his unceasing efforts, the Minnesota Pharmaceutical Association decided a year or two ago to secure the enactment of a graduation prerequisite law at an early date. Considerable opposition to such a measure has developed, however, and so far nothing has been done.

For the first time in several years Professor Wulling attended the meeting of the A. Ph. A. last year in Indianapolis. He was a prominent speaker in several of the debates, and he will be particularly remembered by those present for his participation in the long and bitter discussion which was provoked by the paper of Prof. Otto A. Wall attacking the proposal to establish one year of high school work



FREDERICK J. WULLING.

as an entrance requirement in pharmaceutical schools.

Professor Wulling has taken a course in law since he has been at the University of Minnesota, and he now has the LL.B. degree in addition to his pharmaceutical titles. A series of papers from his pen on pharmaceutical jurisprudence has been appearing in the pages of *Merck's Report*.

L. A. LEBOWICH.

Readers of the BULLETIN are doubtless familiar with the articles which have been contributed to this journal from time to time by L. A. Lebowich. Indeed, a paper from Mr. Lebowich's pen, entitled "A Card Index for Formulas," will be found elsewhere in the present issue of the BULLETIN. Mr. Lebowich was born near Wilna, Russia, in 1880, but has lived in Boston since 1886.

Graduating from the Chelsea High School in 1898, and afterwards taking a year of post-graduate work, he passed the entrance examinations to the Massachusetts Institute of Technology, intending to take up chemistry for his lifework. Changing

his mind, he entered the Massachusetts College of Pharmacy, from which he was graduated in 1901 with the degree of pharmaceutical chemist.



L. A. LEBOWICH.

After a short experience as clerk, mostly with William C. Durkee, the well-known Boston druggist, Mr. Lebowich secured his full papers as a registered pharmacist in 1903 and six months later went into the retail drug business for himself at 1239 Washington Street. After several years' experience as proprietor, however, Mr. Lebowich found the long hours and the close confinement of the drug business rather injurious to his health, and he has abandoned it for the present.

A PHARMACEUTICAL FISHERMAN.

Charles Leedom, the prominent Philadelphia pharmacist whose career and business were made the subject of a special article in the BULLETIN two or three months ago, is an enthusiastic disciple of Izaak Walton. Recently Mr. Leedom spent a day fishing at Barnegat, on the New Jersey coast, accompanied by William P. Kemp, a Philadelphia manufacturer. The two men caught 100 weakfish and established a new Barnegat record for 1907. Some of Mr. Leedom's friends who had for years been politely skeptical while listening to his fish stories, were on this occasion presented with some of the results of the day's catch. Skepticism had to give way to admiring recognition.

A SUCCESSFUL WASHINGTONIAN.

Mr. Lewis Flemer is one of the leading pharmacists in the Capital City of the nation. His store is located at the corner of 7th Street and Maryland Avenue, N. E. It is a neat, well-equipped, and metropolitan establishment in every detail, and it is not without the laboratory facilities which give a pharmacy professional standing and which commend it to medical practitioners.

Personally Mr. Flemer is exceedingly unostentatious in demeanor, but he has always played a prominent part in pharmaceutical movements at the capital. He was for several years, and so far as we know may yet be, one of the "District Commis-



LEWIS FLEMER.

sioners in Pharmacy," and he has been active during the last few years in connection with two or three pharmacy and anti-narcotic bills which have been made law by the national congress. Mr. Flemer was a delegate to the meeting last year of the National Association of Boards of Pharmacy, held in conjunction with the A. Ph. A. at Indianapolis, and he assisted in shaping the policies outlined for the association on that occasion.

Mrs. Flemer has been much interested in the work of the Women's Organization of the National Association of Retail Druggists. The Washington Chapter of the W. O. N. A. R. D. was created largely as the result of her efforts, and she was very properly elected to the presidency of the society.

CONDITIONS IN THE ARGENTINE REPUBLIC.

The People, The Resources, and the Future of this "Garden Spot" in South America—Experiences of an American Salesman—Description of the Pharmacies of Diego Gibson, Famous Throughout the Country for their Size and Character.

By NATHANIEL NICOLAI,

In charge of the South American Headquarters of Parke, Davis & Co. in Buenos Ayres.

South America to the average North American means a country of dark-skinned people, who, when not engaged in revolutions, recline under some "bamboo tree" or "sheltering palm," smoking cigarettes and drinking coffee. That, 2000 miles south of the equator, there is such a city as Buenos Ayres, of more than a million inhabitants, with streets as beautiful as Paris and as busy as New York, combining the modern improvements of both, sounds like a fairy-tale too improbable to believe. Yet



Mr. Nicolai at his desk in the South American headquarters of Parke, Davis & Co. in Buenos Ayres.

Buenos Ayres is a throbbing, hustling reality. Its public schools and administrative buildings are of most exquisite architecture; its club-houses are veritable palaces of art, and among its newspaper buildings there is one, that of *La Prensa*, which cost three million dollars in gold.

THE PEOPLE OF ARGENTINA.

Buenos Ayres is the capital of Argentina, a country as vast as the United States east of the Mississippi. It has just completed the six-million mark of its inhabitants, which are a mixture of Spaniards,

Italians, French, Germans, English, Irish, Scotch, North Americans, and still other races. The country was settled by the Spaniards, and their language is still commonly in use. The combination of these nationalities, with just a suggestion of the real Indian admixture, forms to my mind the best ingredients for a sturdy, intelligent, and progressive race.

The native Argentine is well educated, intelligent, polished in manners and shrewd in business, though as yet he has not entirely lost the Spanish love of procrastination. "Mañana" is still the shibboleth which is the cause of the rather belated progress of his land. This tendency, however, of "never doing to-day what can be done to-morrow" is rapidly disappearing, due to intermarriage, which has infused energy and enterprise into the nation. Immigration, indeed, has threatened to cause the easy-going native to be superseded in every field of activity.

THE COUNTRY'S FUTURE.

Argentina may be said to be now in the height of its prosperity. This country of only six million inhabitants has a buying and purchasing capacity of nearly five hundred million dollars, larger in total figures than that of Japan with its forty million people, and greater in per capita than that of the United States.

The country needs more inhabitants, having room for at least twenty times as many as it now possesses. It is entirely a white man's country. There are practically no negroes, and the only admixture is Indian, which is rather an attraction in the possessor than otherwise. The government is conservative and compares in solidity with any of the larger republics; revolutions are practically out of the question, and for the last decade no successful ones have taken place. Insurrection is rapidly and effectively suppressed.

With its vast area of rich, productive soil, and a climate that makes a double harvest possible within the year (for some products at least), Argentina's prosperity is permanent. It depends upon such staples as wheat, rye, linseed, beef, mutton, wool, hides, etc., etc. In wheat and beef it is becoming a formidable competitor of the United States for European markets. The mineral wealth of Argentina is as yet undeveloped; mining is in its infancy, though said to be rich in promise. Coal is supplied by far distant countries, hence the dependency of Argen-

English capital at that, and the best are small cargo boats with inadequate passenger accommodations and poor fare. So it is that few Argentinians undertake a month's journey, entailing a certain amount of hardships and deprivations, especially as none of these lines have direct communication with Argentina, but transship their passengers and cargoes in Brazil.

It is therefore small wonder that the United States is a strange country to Argentinians, hosts of whom go to Europe for business and pleasure,



The headquarters store of Diego Gibson in Buenos Ayres—the largest, finest, and best equipped pharmacy in South America. Mr. Gibson has a branch store elsewhere in Buenos Ayres.

tina on foreign supply for manufactured articles of all kinds. While this lack of coal continues, the nation can never be strong in its home industries.

THE NEED OF A MERCHANT MARINE.

Up to date England has been the main storehouse, then Germany, and next France and other countries. The United States has so far received the most insignificant portion of orders for manufactured products. The reason for this is the lack of a merchant marine in the United States. Two or three lines of steamers, it is true, ply between the United States and Argentina, but they are run by

but very few of whom go to the United States—and even then they travel via Europe! Argentina's sons and daughters are sent to France, England, Germany, and other parts of Europe to complete their education. Thus it is that ties with the old country are kept up, and Europe is still looked upon as the main source of art, science, and commerce.

Our greatest need for closer relations with South America is an American merchant marine, with an adequate number of swift steamers, capable of making the journey from New York to Buenos Ayres (4500 miles) in 16 days, the time it takes to reach Buenos Ayres from Europe. Our second need is

competent diplomatic representation. Europe entirely dominates this rich market in the supply of manufactured products, and it controls the splendid investments the country offers. We therefore need as ministers and consuls men of tact to overcome existing prejudices, capable of discerning ways and means of sharing Argentina's trade, and of pointing out to American capital opportunities for investment, thus becoming instrumental in turning the tide of commerce toward the United States. Clearly

royal reception in Brazil, made an unpleasant impression and was unfavorably commented upon by the press. It will therefore take more than one such visit, and more decided action than has yet been put forth on the part of our country, before we can expect to share business in Argentina equitably with the rest of the world.

Under the circumstances one may easily imagine that as yet it is uphill work for an American salesman to obtain orders for any considerable amount.



This picture shows the salesroom of the main Gibson pharmacy on the first floor.

this can only be accomplished by men of discretion, dignity, and strength of character.

MR. ROOT'S VISIT.

The United States representatives sent abroad are not always men who can hold their own with the experienced, well-trained, and self-contained diplomats of other nations. Visits from men like Mr. Root will undoubtedly go far to create a more friendly attitude. The occupation of Cuba by the U. S. troops, however, following so closely his visit here, was unfortunate. Moreover, the annoyance caused the Brazilian Minister upon landing in New York, by the searching, personal questions of the U. S. Quarantine Service, so soon after Mr. Root's

To do this he must devote his energies to the difficult task of creating a demand for American goods, which involves the gradual eradication of prejudices by an educational campaign.

DIFFICULTIES IN SELLING AMERICAN GOODS.

Particularly is this true with American pharmaceuticals. Here one has to deal with physicians of many nationalities (except North Americans), each class holding to its own customs and idiosyncrasies and all exclaiming: "Can any good come out of Nazareth?" It is still believed here that in the United States a man can leave the plow or shoemaker's bench and obtain a physician's diploma by paying \$25 to a Chicago medical school. Such a

thing as conceding *superiority* to American pharmaceutical products requires a great amount of persuasive powers indeed.

The second difficulty is the American system of weights and measures. The metric system is in vogue here and the doctors are not familiar with the ounce, drachm, and minim. In the third place, when one has actually succeeded in creating a demand, his work is hampered by the long delays in getting goods. Unless, then, the distance between the United States and Argentina can be shortened

years. No one is even admitted to the study of medicine unless he be a college or academic graduate, and the medical course alone takes four years. Though it is considered perfectly ethical for a physician to keep a modest announcement of his specialty and office hours in the daily papers, professional ethics are of a high standard. It is not generally customary, for example, for a doctor in person to accept payment. Patients upon entering the reception-room are met by a butler, who takes the fee and hands them a card which serves as a receipt;



Here we have a corner view of the branch store of the Gibson establishment in Buenos Ayres.

by *subsidized, swift, and comfortable* steamers, we cannot hope to compete successfully with European manufacturers.

QUALIFICATIONS FOR ARGENTINE PHYSICIANS.

In this connection it may not be out of place to state that the physicians of Argentina are men of the highest qualifications, a great number of them either graduates or post-graduates of the best European universities. The laws so safeguard the medical profession against men of inferior or insufficient preparation that all foreigners, no matter what their qualifications, are required to revalidate their diplomas, which process requires from at least one to two

it also bears the number by which they are to enter the consulting-room.

THE FINEST PHARMACY IN ARGENTINA.

The pharmaceutical profession, too, is of high order. A law has lately been passed prohibiting any one from owning a pharmacy unless he is himself a graduate pharmacist. Two years are granted in which present proprietors may pass their examinations or sell their stores. Pharmacies are kept strictly within their proper spheres and no articles foreign to the drug trade are offered for sale. Many of the stores are perfect models in equipment, while some are magnificent in their appointments. Two

of the largest of the latter class, and undoubtedly the best patronized in the city, belong to Mr. Diego Gibson.

Attached to the Gibson stores is a wholesale department, a dental department, and extensive pharmaceutical and analytical laboratories, employing altogether nearly a hundred men and women. The manufacturing department is provided with all the modern improvements, with special rooms for sterilizing and packing aseptic gauzes and cotton, as well as for the production of serums and a variety of hermetically-sealed ampoules for hypodermic injections. This department is under the able guidance of M. Testé, a French chemist.

The analytical laboratory of the Gibson business is under the direction of Dr. G. F. Shaefer, who is assisted by five European chemists. Dr. Shaefer is a professor in both the School of Industry and the National College. He is the possessor of a Diploma of Honor from the Faculty of Exact Sciences, and is the author of many scientific articles of note. He is an Argentinian of German parentage.

With such a personnel and equipment, the Gibson house is easily the foremost in the drug line in South America. Many of its products are widely prescribed by physicians far beyond the borders of Argentina. One of this firm's latest achievements is a broncho-pneumonic serum, produced by Dr. Lemos, who is one of the scientific attaches of the establishment.

MR. DIEGO GIBSON, THE PROPRIETOR.

Don Diego Gibson (Mr. James Gibson) was born in Argentina of Scotch parentage and is in the prime of life. He is a member of the Board of Health and the State Board of Pharmacy. He is estimated to be worth over a million dollars and is the owner of a great deal of real estate. Aside from his vast business interests and high social standing, he is one of the most charming and modest men it has ever been my fortune to meet. The use of Spanish is required daily in his business, of course, but he has kept up his mother tongue, and English is spoken exclusively in his home. He has two sons in business, and they follow the father's example both as regards industry and courtesy. A third son is now in Detroit, Michigan, receiving an American education.

In one corner of the main Gibson establishment, in an office under the store, you may find the dominating spirit of this vast and successful institution—Mr. Eduardo A. Parker, "the man behind the gun," business manager for Mr. Diego Gibson. Mr. Parker, too, is an Argentinian of Scotch extraction, and, like his principal, speaks English equally as well as Spanish. He has been associated with Mr. Gibson over twenty-six years and is one of the founders of this giant drug house of South America.

"THE MAN BEHIND THE GUN."

Mr. Gibson's interests are now so manifold that the brunt of the burden devolves upon Mr. Parker. In my intimate relations with this gentleman, one



Eduardo A. Parker is the business manager of the Gibson pharmacies, and his abilities are described with considerable enthusiasm by Mr. Nicolai in the accompanying sketch.

of the things that most commands my admiration is his evenness of temperament. He is always patient, courteous, sympathetic—no matter how busy—no matter what the circumstances. I have never seen him different. To patron or porter he is always the attentive, courteous gentleman. Mr. Parker possesses a keen mind, and as a manager there are few superior to him in the planning and execution of far-reaching business enterprises. Though a young man, Mr. Parker is of independent means and could well afford to give up work, were it not for his devotion to the house which he has seen develop from comparative insignificance to mammoth proportions.

A SUCCESSFUL STORE IN PHILADELPHIA.

That of Robert McNeil Out in the Kensington Mill Locality—Over 18,000 Prescriptions a Year—A Large Physicians' Supply Business, Utilizing the Services of Three "Detail" Men.

A few pessimists are still left to declare that "there are no opportunities in the drug business nowadays."

Robert McNeil, the Philadelphia druggist, has been one of many to give the lie to such statements.

A four-story building entirely occupied by the business; a laboratory in the rear; three "detail men" calling on physicians; 18,000 prescriptions dispensed a year—these are some of the facts and figures indicating the success of the McNeil business.

THE MC NEILS THEMSELVES.

Robert McNeil is a graduate of the Philadelphia College of Pharmacy. For twenty years he was the proprietor of a store out in the Kensington section. In 1900 he found it necessary to enlarge his quarters, and he moved into the building which he has since occupied at the corner of Front and York Streets.



ROBERT MCNEIL.

The location is a good one—right in the heart of the textile mill district of Philadelphia, and not far away from the big market. The store is very attractive and handsome, as may be gathered from the accompanying view of the salesroom on the first floor. Along the side street the windows extend the



ROBERT LINCOLN MCNEIL.

full length of the store, and ample opportunities are presented for fine window exhibits.

It has been stated in the foregoing that Mr. McNeil moved to his present location largely for the reason that he needed more space. In time, however, he found that a four-story building was rather commodious for even such a handsome business as he was doing, and he set his wits to work to devise some scheme for using the room profitably.

By this time Robert Lincoln McNeil, a son, had graduated from the University of Pennsylvania and had entered his father's business. He was a "clean," sensible, shrewd, and well-educated youth in his early twenties.

We are speaking of all this as though it happened years ago. As a matter of fact, we are dealing with the history of the early part of 1906.

THE PHYSICIANS' SUPPLY BUSINESS.

Young McNeil suggested to his father that they might take up a physicians' supply business. The plan was adopted. At the present time there are three detail men calling on the physicians of Philadelphia, the adjacent territory in Pennsylvania, and sections of New Jersey, Delaware, and New York. Already the sales in the physicians' supply department are creeping ahead of the very handsome business done in the pharmacy proper.

This illustrates what a druggist may sometimes

be restricted to drugs and legitimate supplies. There are no toilet goods to speak of. There is a cigar case, but it is very small. Nothing is done to develop the soda patronage. The aim is to build up as purely a pharmaceutical business as can be conducted under the conditions—and this aim has been very successfully realized.

All four floors are used. The salesroom is of course on the first floor. On the second is the headquarters of the physicians' supply business, with offices in the front. The third floor is used as a



This shows the salesroom of the McNeil establishment in Philadelphia at the corner of Front and York Streets. The pharmacy is a very handsome one. The entire building of four stories and basement is used by the McNeils, a successful physicians' supply business being conducted in conjunction with the pharmacy.

do when he desires to expand his business and brush aside what seems to be his limitations.

"Lincoln" McNeil says the doctors are largely dispensing their own goods anyway, and it is better to sell them their supplies than to go without their business entirely. Half a loaf is better than no bread at all.

And yet, as we have already stated, about 18,000 prescriptions are dispensed annually in the McNeil pharmacy. Evidently a good many physicians thereabouts are writing prescriptions after all!

LEGITIMATE PHARMACY.

A remarkable thing about this interesting store is that, despite its size, the business is practically re-

stricted to drugs and legitimate supplies. There are no toilet goods to speak of. There is a cigar case, but it is very small. Nothing is done to develop the soda patronage. The aim is to build up as purely a pharmaceutical business as can be conducted under the conditions—and this aim has been very successfully realized.

A UNIQUE FEATURE.

There is one unique feature of the McNeil business which has not been touched upon in the foregoing sketch. A man is employed to make the rounds of the hospitals and secure orders for special bandages, trusses, and the like. He takes the measurements, obtains the goods from the store, and then delivers and fits them. Some of these articles have to be especially made for the purpose on the McNeil premises.

A CARD INDEX FOR FORMULAS.

More Convenient and Compact than a Scrap-book—Description of the System—Method of Classifying and Indexing the Cards.

By L. A. LEBOWICH.

Every druggist keeps a book comprising all formulas of service in his locality. As a rule it is confined to preparations of immediate interest. Recipes of possible value in the future are not included. Seldom is this work compiled with any care; loose formulas are thrown into the book in a haphazard fashion, so it soon becomes unwieldy and very difficult for reference purposes. Accordingly, I am prompted to suggest the use of a card index for this purpose. Such a system is comprehensive and convenient for reference. Additions only serve to augment its usefulness. It is always simple and systematic, where, under the old system, the formula book was a chaotic affair.

This card index purposes to contain or refer to all formulas of possible service to the manager of the store. The cards may be cut of cardboard, about 3 by 4 inches in size, and of any color. At the top of the card write the name of the preparation. Next write the formula. Do not burden the index with irrelevant or unimportant data.

BUILDING UP A CARD INDEX.

As you read the journals, various formulas will excite your interest. These may be copied bodily on the cards or only in part. Sometimes the article under observation warrants only a slight reference, the nature of the product, and the name and number of the journal. Thus on the same card may appear an entire formula, together with a number of references to text-books, drug journals, etc., giving the number of the volume and page where other formulas for a certain preparation may be found. By merely making these references one is saved much unnecessary copying.

Clippings of formulas from drug journals and newspapers may be pasted into a special scrap-book with no particular arrangement. The pages of this scrap-book should be numbered successively and the

formulas all referred to on the card index. This is much better than to paste these clippings directly on the cards.

CLASSIFICATION OF THE CARDS.

As one card becomes filled, continue on another card bearing the same heading. The card already filled is then marked 1 in the upper right-hand corner, and the new card marked 2 in the same manner, and so on with any other new cards added in the future.

In writing the headings on the cards follow some regular rule. If you make the class of preparation the first word, this plan should be regularly followed. That is probably the best way. Thus the formulas would be divided under elixirs, liniments, syrups, etc.

Where a product is classified under two heads, cross-reference cards may be inserted. Thus in the following example reference is directed from the specific to the more general heading: "Talcum Powders. See Toilet Powders, Talcum."

When the heading consists of the names of a number of drugs, they should be written in alphabetical order. Thus "Elixir Terpin Hydrate and Codeine" would be written: "Elixir Codeine and Terpin Hydrate."

On these cards may also be noted any points or tricks in the making of preparations which may suggest themselves in one's reading or in practical experience.

In time, if the index is found to be too bulky, eliminate any cards which have proved useless. The latter may, if desired, be kept, still alphabetically arranged, in some other drawer, as a supplement to the first index. Thus the main index is kept ever up to date, and ready for reference. This card index does away with the unsightly books of written formulas which abound in many drug stores.

A SIMPLE BOOKKEEPING METHOD.

Accounts are Posted and Bills Made Out by the Same Operation—Statements Can therefore be Sent Out Promptly on the Last Day of the Month.

By FRED W. CHANDLER,

Bar Harbor, Maine.

I have wondered many times during the last twenty years if bookkeeping were the universal bug-bear of the entire profession of pharmacy that it has seemed to be to most of those with whom I have come in contact. My own experience has been varied. I have had several young women who never could seem to master the nomenclature of pharmacy. I have had several clerks who were careless and inaccurate in their bookkeeping. Some years ago I became convinced that for many reasons it was far better if the bookkeeping could be done by the proprietor himself. I have many times found that it saved me dollars, when, posting some morning, a transaction of yesterday came to my mind and I would say: "Charles, did Mrs. Jones pay for those goods she bought?" Or I could find that I had prevented a later dispute by saying: "John, did you forget to credit Mr. Brown with the amount of that bill he paid you?"

But, as I said in my last article to the BULLETIN, I am situated in a summer resort doing practically all the business for the year in three months. As proprietor, I was already putting in on an average from eighteen to twenty hours a day, for seven days in the week, and it did not seem as though I could add one straw more to the burden. One season's experience in attempting my own bookkeeping convinced me that some system ought to be devised to simplify and shorten the necessary labor of that part of one's work.

The last of each month, under the common method of using a "day-book," or "cash register slips," and an itemized ledger, meant two or three all-night sessions in getting out the two hundred and fifty itemized bills that *ought* to be in the hands of my customers early on the morning of the first day of the month. Of course accounts amounting to \$1500 or \$2000 a month do not involve a large amount of bookkeeping, as compared with what some of the big city stores have to do, but it means quite an amount of work nevertheless.

DESCRIPTION OF THE METHOD.

With the end in view of simplifying accounts, I studied many of the systems of bookkeeping and especially the "loose-leaf" ones. The result was that I found no particular one that just suited me. Being determined some way to lessen the labor, and shorten the time required to do the work, I purchased two loose-leaf binders and had some bill-heads printed, perforated, and arranged in pads with blank sheets between, similar to the sample enclosed. The smaller of the two binders I began to use as an itemized ledger. A carbon sheet is placed under the bill-head and it causes a duplicate copy to be made

EDDY, C. MARSHALL, President. STEPHEN L. RICHMONT, Treasurer. FRED W. CHANDLER, Secretary.

BAR HARBOR, MAINE _____ 190__

M. _____

TO ROGERS PHARMACY COMPANY, DR

ESTABLISHED 1881 INCORPORATED 1903

TELEPHONE 136

on the blank sheet underneath. Writing with an ordinary fountain pen, I post each morning from the day-book direct to the bill-heads in this binder, and under ordinary circumstances I can do all the posting in from thirty to forty-five minutes.

The last day of each month I close my ledger at 2 P.M., and all goods charged after that hour are billed on the first day of the following month. Closing the books, I then proceed to foot-up the various bills, tear them out and fold, address and mail them. In four hours, or by six o'clock, my whole batch of two hundred and fifty or more bills are in the post-office, and the work which, under the old system, took all my available time for at least three days, is now done in four hours.

Now as soon as the bill is paid the carbon copy which I have retained is removed from the "regular" ledger (*i.e.*, the bill-heads arranged in the smaller binder) and put into the second binder, which is used as a "transfer" ledger; and thus every account in the "regular" ledger is a "live" one, and it is not necessary to turn over page after page of closed accounts to find a few scattered unpaid ones.

If the bill is not paid promptly, and if more goods are bought, I put in a fresh bill-head and a blank sheet directly under the carbon sheet containing the previous bill, and I head this new bill "Mrs. F. C. Smith, to account rendered June 1, \$9.85." Then I proceed as before. The accounts are all indexed under each letter and are also numbered. The John C. Moore Corporation, Rochester, N. Y., furnish a very good outfit such as has been described, and probably other concerns making loose-leaf goods would do the same.*

GIVING CREDIT AND COLLECTING ACCOUNTS.

So much for my system. Now for a sermon. In passing upon a customer's request for credit, decide quickly, give what is wanted cheerfully or refuse it diplomatically. And if you do give credit, have a distinct understanding that you are glad to accom-

modate those people who *intend* to pay their bills. It is surprising how much influence it has on some people if they understand that you really *expect* them to pay their bills.

It seems to me that, as a class, pharmacists are the least businesslike in their bookkeeping and collecting of any class of business men in the country. (Did I put that too strong?) And I know from what has come under my own observation that hundreds, yes, thousands, of dollars are lost each year from the failure to look systematically after accounts. *Prompt rendering of bills, and the careful and judicious following up of them*, will certainly yield beneficial results.

Having strong competition here, it seemed at first as if it would be almost sure to drive away customers if we insisted on frequent balancing of our ledger accounts, but after two years of experience I can say that such methods have not been at all detrimental. It has certainly been very beneficial to have our bookkeeping and collecting done on strictly business principles. And perhaps it will seem almost incredible to you when I say that our losses during this time have been less than one-tenth of one per cent of the gross amount of our business.

PREVENTABLE LEAKS IN BUSINESS.

Careless Waste in Drug Stores—Precautions to Observe in Avoiding Them—The Necessity of Economy in Little Things.

By WILLIAM G. GREENAWALT.

Among the comic post-cards which have created amusement recently is one bearing this legend: "It's the Little Things in Life that Count." No wise old sage ever said anything truer. Just as truly might we paraphrase it and say: "It is the little things that count in business," for assuredly the trifles, the little leaks in a business establishment, do count.

Careful business men all the world over watch the little things. They are ever on the alert to prevent these little, every-day wastes, which, while only trifles individually, accumulate to an alarming degree in the course of a year.

The average drug clerk is wasteful and thought-

lessly extravagant. Little he thinks, as he spoils a label, or uses up the prescription blanks and powder papers, that they cost his preceptor anything.

He wraps a package, and uses unnecessary paper in doing so, with no regard to the fact that paper costs money. Then, with the same disregard, he ties a parcel with string enough for two or three packages. To top off his recklessness, he jerks off a big end, which he tosses away, with never a thought that anybody has had to pay for it.

In a number of years of experience I have found few clerks who grasp the fact that they can uselessly cause their employers expense in doing up bottles and packages with excessive quantities of paper, which, if saved, would at the end of the year surprise them. Furthermore, packages to be neat, and well done up, should not be overwrapped.

Another bit of waste and extravagance is the

*The Richmond & Backus Company, of Detroit, large dealers in, and makers of, bookkeeping supplies of all kinds, could doubtless furnish any druggist with an equipment of this or similar character.—THE EDITOR.

shooting of rubber bands about the establishment. I doubt very much whether these young men ever consider the price of rubber per pound. I've been told of one large business house where a full pound of rubber bands has thus been wasted in a short time. Almost all clerks are wasteful for the simple reason that *they don't have to pay* for these things. A bottle is carelessly cracked, broken, and thrown away as so much dirt, to be gotten rid of. A pill or powder box is treated just as carelessly. A prescription blank, a letter- or bill-head is used to figure upon, just as though it cost nothing. I have seen embossed labels and prescription blanks used this way, and have even known them to be turned down and pasted upon boxes or bottles for temporary labels.

Corks cost money, but the drug clerks don't think

so, for they waste them without considerations of expense.

All of these wastes are preventable and should be so explained to the clerks. I find the best time to give them this advice is when they are first employed. Almost all clerks would rather be taught right, as it will mean much to them when they become proprietors.

Those old adages, "A penny saved is a penny earned," and "Take care of the pennies, and the dollars will take care of themselves," are just as true to-day as they ever were. If some plan or some system could be evolved or devised by which clerks could be taught such things, it would result in greater care and larger profits for those who employ them.

CIGAR TERMS.

Trade Phrases and Words with which the Dealer Should Be Familiar—Classified in Convenient Form for Ready Reference.

Compiled by C. FRED CROSBY.*

GENERAL TERMS.

Private Brand.—A brand which is owned or controlled by a dealer or jobber, and which he may have made by any manufacturer he sees fit, changing it from one factory to another if he desires.

Factory Brand.—A brand owned by a manufacturer, for which he may give exclusive control to certain jobbers or dealers in certain clearly defined territory for a specified term of years.

Open Brand.—A brand owned by a manufacturer which is offered and sold to any one in the trade without restrictions as to who else shall sell or handle it.

Clear Havana Cigars.—Cigars which are made entirely from Cuban-grown tobacco.

Seed and Havana Cigars.—This term is usually a misnomer, as it is ordinarily applied to all cigars containing any Havana tobacco, intended to retail at 10 cents each or upward. The great majority of so-called seed and Havana cigars are made with a Havana filler, a domestic binder, and a Sumatra wrapper. Other so-called seed and Havana cigars are made with a Havana filler, a domestic binder, and a wrapper of Connecticut, Florida, or Mexican tobacco. The term "seed and Havana cigar" does not,

in the trade usage, apply to a cigar intended to retail for five cents, although it may be made in a similar manner to the goods which generally bear that title.

Sumatra Wrapped Cigars.—Cigars with a wrapper of Sumatra leaf, and generally containing a Havana filler, with a domestic binder.

Manila Cigars.—The trade term for all cigars made in the Philippines, the vast majority of which are manufactured in the city of Manila or its immediate suburbs.

Domestic Cigars.—Strictly speaking, this term applies only to cigars made entirely from tobacco grown in the United States, although it is somewhat loosely used at times to designate any cigar made in the United States, in distinction from an imported cigar.

Imported Cigars.—In trade parlance limited exclusively to cigars from Cuba.

Key West Cigars.—Now obsolete except as applied to cigars actually made in the city of Key West. For many years the term was loosely applied to all clear Havana cigars made in Florida, whether at Tampa, St. Augustine, Jacksonville, or elsewhere in the State.

Cheroots.—A roll of tobacco similar to a cigar but made from the cheaper grade of tobacco, and of inferior workmanship.

*Tobacco.

Stogie.—A roll of tobacco of the same general character as a cheroot. Pittsburg and its immediate suburbs have long been famous as the chief center of the stogie industry, although they have also been made in various other sections of Pennsylvania, as well as in Ohio and West Virginia.

CIGAR COLORS.

The color designations are not used with the same care by all manufacturers, and cannot be relied upon as an infallible index. They may also vary somewhat from year to year, as crops run more largely to dark or more largely to light shade. They run as follows:

Claro.—Light.

Colorado-Claro.—Slightly darker.

Colorado.—Darker and shading toward reddish-brown.

Colorado-Maduro.—A ripe, rich dark-red.

Maduro.—Darker, and shading more toward a deep brown.

Maduro-Oscuro.—Still darker.

Oscuro.—Darkest of all.

Oscuros, Maduro-Oscuros, and Maduros were once the most popular colors; then for a number of years the lightest shades were most in demand; but during the past two years there has been a change, and the fashion seems to have set in strongly toward the dark colors again.

SHAPES AND SIZES OF CIGARS.

There is no arbitrary gradation of sizes, and many of the terms in use vary largely with different manufacturers. In the standard shapes there is a general correspondence, but different manufacturers, in their endeavors to give the largest variety, introduce many gradations of their own, to which they give various fanciful names, which have no real technical significance. The following are the most common terms general to all manufacturers of high-grade goods:

Coquetas.—A small, daintily made cigar, little larger than a cigarette, usually resembling the Perfecto in shape.

Petit Ducs.—Of the same general style as the Coqueta, but slightly larger.

Puritanos.—A medium-sized cigar tapering slightly toward each end.

Puritanos Finos.—Of the same general character as the Puritano, but usually slightly larger, and presumably made with somewhat more care.

Club House.—A short, thick cigar, tapering slightly at the ends.

Londres.—An almost straight cigar, with a blunt end at the head, and tapering but slightly to the tuck.

Londres Grande.—Of the same shape as the Londres, but somewhat larger and supposedly more carefully made.

Breva.—Of the straight or Londres shape, usually considerably larger, but much more loosely rolled, and packed under pressure so that it is flattened into an oval shape instead of remaining round.

Panatela.—A long, straight cigar, but extremely small in diameter.

Traubuco.—An exaggerated Perfecto, with a considerable bulge in the center.

Medio Perfecto.—Somewhat smaller, and made with less care than the Perfecto.

Perfecto.—A fine and gracefully shaped cigar of generous size, tapering gradually to a fine point at each end.

Perfecto Finos.—Somewhat larger and presumably made with more care than the regular Perfecto.

Reina Victoria was originally used to designate cigars of the Perfecto shape tied in bundles with a narrow strip of ribbon, but latterly it has lost something of that significance and is frequently applied to a sort of modification of the Perfecto shape.

CIGAR-MAKING TERMS.

Stripping.—The process of removing the stems and ribs from the tobacco leaf.

Blending.—Mixing leaf tobacco of different types and growths to produce mellowness and uniformity.

Filler.—The tobacco which constitutes the inside or the chief part of the cigar.

Long Filler.—Filler the full length of the cigar.

Short Filler.—Filler of various lengths, usually from one-quarter to one-half the length of the cigar.

Scrap Filler.—Filler composed of scraps and cuttings considerably smaller than Short Filler.

Binder.—A large section of leaf rolled about the filler to hold it in shape.

Wrapper.—The section of leaf which covers the filler and binder, and determines the appearance of the cigar when completed.

Hand-made.—Cigars that are rolled entirely by hand.

Spanish Hand-made.—Cigars that are made by a superior workman possessed of great skill and dexterity of fingers, giving the cigar a character and finish entirely different from ordinary hand workmanship.

Mould Work.—The process of making in which the workman puts the filler inside the binder, and

then places it in a wooden mould to acquire the desired shape before the wrapper is put on. Mould work requires far less skill than hand work and is therefore cheaper, and the cigars are of an inferior character.

Sorter.—The man who takes the cigars when they come in bulk from the hands of the cigar-makers, and assort them according to the shade and color of the wrapper, so that those of the same shade are placed together in the boxing.

A NOVEL WINDOW.

Joseph Simmacher, of Franklinville, N. Y., sends the BULLETIN the window novelty shown in the accompanying illustrations. A window theater is the object depicted: in the first engraving the cur-



"Window theater" with the curtain down.

tain is down, and in the other it is rolled up so that the stage may be seen. Pompeian Massage Cream is the article exploited in this particular instance, but the "theater" was constructed by Mr. Simmacher with a view to using it at occasional intervals for the display of any article that might be desired.

Before entering into a description of the "theater," we may say that Mr. Simmacher very kindly offers to give full and ample instructions to any reader of the BULLETIN who may desire to get up such a window. Druggists with a mechanical and artistic turn of mind would probably delight in making something of the kind.

The theater was 7 feet wide, 5 feet high, and 4 feet deep. The pillars were made of covered cardboard surrounded with trailing vines. The drop curtain was painted in water colors, as were also the wings of the theater and the background. There

were three double sets of the wings, and the coloring was very attractive—unfortunately it does not show in the engraving. Much of the beauty of the window, indeed, rested in the variety of its coloring, and without this the illustration appears comparatively commonplace.

The figures seen on the stage were 10 inches high and were kept moving by a mechanical device. There were two rows of them, and each was attached to an endless belt, the two belts moving in opposite directions. Mr. Simmacher used a little hot-air engine to supply the motive power, and this involved an expense of not more than five cents a day for gasoline.

When not in use the whole thing can be taken apart and stored away until such time arrives as the druggist may desire to utilize it again for the dis-



"Window theater" with the curtain up, showing moving figures on the stage.

play of some other product. Outside the store, on the sidewalk, Mr. Simmacher had a bulletin board bearing this announcement: "Pompeian Matinee from 3 to 5 P.M. Admission Free."

DOLLAR IDEAS.

A BOOKKEEPING SUGGESTION.

J. J. G., Dalton, Massachusetts: Pharmacists who, in bookkeeping, use a "scratcher" or "blotter," generally carry out debits and expenditures in the first right-hand column. I find the following method very satisfactory:

TUESDAY.

Credit.		Debits.	Expenditures.
	Freight, W. & G.....		83
	John, D. & E. plaster 15, cigars 10, B 104891 60.	85	
3 25	Fred Greene.		
	James Gleason: Oil Silk 100, Ointment 25, Z. O. 40, Gauze 10, B 104840 50	2 25	
	Cartage		10
8 90	John Brown.		
1 50	J. G. Lynn, credit by Wood.....		1 50
13 65		3 10	2 43

Manifestly, the bookkeeper and the "casher-up" at night can tell the total amount of credits, debits and expenditures without any trouble whatever. Under this system we can make up the cash-book or do the posting without going over each item to locate the transaction.

A NEAT SUPPOSITORY MOLD.

G. A. Ramsden, Georgetown, Ontario: Here is a cheap, handy suppository mold which I devised late one Saturday night. Take a piece of glass tubing with a bore of one-fourth inch and about four or five inches long, round the edges by heating in an alcohol flame, and then make a wooden piston with a plunger just the size of the tube. The apparatus



is now ready for use. In using the suppository mold, the same method is employed as that used in filling capsules with quinine and the like—that is, the glass tube is pressed into the mass, thus taking up a certain portion of the material each time until the required amount for the suppository is in the tube. The wooden piston is then used to force it out. By rounding up one end in a bullet shape, the suppository is completed.

MAKING CACAO BUTTER SUPPOSITORIES.

Charles Keller, Brooklyn, N. Y.: In making cacao butter suppositories by the cold process, the use of lanolin results in a better working mass than can be obtained by the addition of castor oil or glycerin.

[NOTE BY THE EDITOR.—Mr. Keller's contribution on the making of cacao butter suppositories by the cold process recalls a very interesting discussion of this subject developed by Professor Scoville at the Kansas City meeting of the American Pharmaceutical Association some years ago. Professor Scoville does not fuse the cacao butter. He grates the cacao, incorporates the medicament, adds one or more drops of either almond or castor oil to make the mass plastic, works it well in his hand until warm, and then rolls the mass out into pipes of suitable size. These he divides in the center, rounds the ends properly, and thus makes two suppositories from each pipe. This method is quicker than the hot process. Care must be taken to *work the mass in the hand thoroughly until warm*, as this, declared Professor Scoville, is the whole secret of successful suppository making. Whether the lanolin suggested by Mr. Keller is better than the almond or castor oil recommended by Professor Scoville, we leave our readers to determine. See also the article, contributed previously to the "Dollar Idea" department, by C. K. Bushey, on page 338 of the August BULLETIN.]

A POLITIC WAY OF INCREASING ONE'S SALES.

Herman Brinkman, Archbold, Ohio: Here is a method of adding to the volume of cash sales which I have followed with diplomatic success for some years. When a customer calls for a proprietary article I always wrap up the larger size, and I have found that in this way one can nearly double his receipts from such goods. If, on the other hand, you ask the customer which size he desires before wrapping it up, he will usually want the smallest package you have, particularly if he has not tried the article before. Try and pound this scheme into the heads of the clerks, and see how many more dollar bottles you will sell than before! Of course the plan should be used with some tact and discretion, otherwise customers will feel that you are a little high-handed with them.

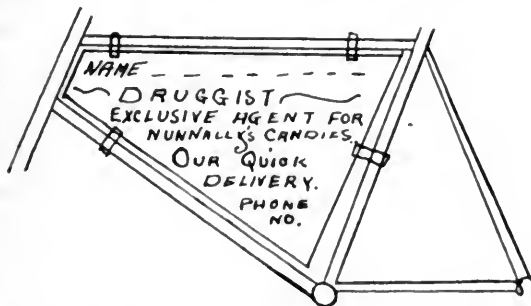
A NOVEL ADVERTISING IDEA.

Prentiss I. Minton, Red Bank, New Jersey: Here is a novel advertising idea, and it is a winner: You are sure to obtain good results from it, especially in country towns and villages. Advertise a balloon ascension in your local papers each week. All you need is a few paper balloons and some slips bearing on one side your card and on the other the following inscription: "This card may be redeemed at

Blank's Pharmacy for one large bottle of our perfume" (or other article). On ascension day attach one of these slips to your balloon and let her go. The lucky finder gets the prize. You will have every family in town talking about you, and as for the "kids"—well, don't say a word but just try it!

AN ADVERTISING SCHEME.

J. F. Shores, Talladega, Alabama: On a piece of tin, cut to fit the frame of a bicycle as shown in the illustration, paint a lettered sign. Call attention to



your quick delivery, and mention your 'phone number and anything else thought desirable. The sign can be fastened on with wire or leather straps. This kind of advertising pays.

AN ICE-CREAM PACKER.

Mr. E. Hewitt, Waterford, Pa.: This is a plan for an ice-cream packer which does the work better than any other I have seen. I instructed the tinner to make a cylindrical, galvanized iron case four inches larger in diameter and four inches deeper than the packing can itself. In the bottom of this case I placed a stand four inches high and formed like the letter X. Having set the packing can inside of this container, I filled the intervening space with ice. A cover with a hole large enough to receive the packing can completed the case. The packer is now placed in a wooden box. Between the case and the box is the air space.

MAKING SPIRIT OF CAMPHOR QUICKLY.

Luther Marshall, Lexington, Mo.: A quick and easy way to make spirit of camphor is this: Cut the camphor in small pieces and place it in a filter-paper which has been folded and inserted in a funnel. Pour on the alcohol; by the time the solvent runs through, the camphor has dissolved completely and the solution is already filtered. No further manipulation is necessary.

SMOOTH OINTMENTS OF YELLOW OXIDE OF MERCURY.

Luther Marshall, Lexington, Mo.: A prescription that is often put up is an ointment containing yellow oxide of mercury. This is sometimes sent out not very well mixed, the mercury powder showing in small particles throughout the mixture, and as the prescription is generally to be used on the eyes it is liable to cause irritation unless properly mixed. I have found that by adding a few drops of oil of sweet almond to the oxide in a mortar or on a pill tile, and rubbing up well before adding the ointment, one can not only make a perfect mixture but can prepare it in half the time.

A NEW SCHEME FOR MAKING SPIRIT OF NITRE.

A. H. Bosworth, Wichita, Kansas: To make spirit of nitre from nitrous ether without employing a cooler, proceed as follows: To the ether container connect a champagne tap. At its outlet attach a rubber tube of sufficient length to reach to the bottom of the receiver. In the latter vessel is then placed the proper amount of alcohol. As the concentrated nitrous ether is allowed to escape, it forms a layer at the bottom of the receiver. Any bubbles of gas which may form during this operation will be dissolved before they rise to the surface of the alcohol, thus preventing any loss by evaporation.

MAKING A CEMENT SINK.

Frank Farrington, Delhi, N. Y.: Druggists need large sinks sometimes. Make one this way: Make a large, shallow box just the size of the outside of the sink desired. Place it in position. Make a bottomless box or rim, one to two inches smaller in circumference on each side than the first. Lay a cement bottom in the first box, making the cement thin enough to flow out smooth. Set the inside rim inside the larger box. When the bottom cement is set, fill in with cement between the inside and the outside boxes. This will make a solid sink that will last forever.

EXTENDING THE LIFE OF GAS MANTLES.

T. Moignard, Portsmouth, England: A gas mantle is usually a fragile thing. Where it is used without a globe, or is exposed to the breeze from an open door, this treatment will be of much service: Put a thread through the loop at the top, and dip

the mantle into a tumbler containing dilute acetic acid. After a thorough soaking in the solution, hang it up. When the mantle has dried, burn off all combustible material in the usual way. The mantle will then last longer and, in my estimation, will give a clearer light.

HOW TO PUT A FAUCET IN A BARREL.

E. L. Cheeseman, Ithaca, New York: It is no easy task to place a barrel in position after the faucet has been inserted. The following simple expedient will make it easier: First stand the barrel on end. Bore the hole for the faucet in the usual way and then plug it with a cork. Shave the cork off close to the barrel. Having placed the cask in position, put the end of the faucet squarely and firmly on the cork. Drive it into the barrel, forcing the cork ahead. A turn or so of the faucet makes it tight.

A POINT IN HANDLING IODOFORM.

Clyde Huston, Conneaut, Ohio: The mere mention of iodoform almost brings its offensive odor to the nostrils. Like some other medicaments, this drug abides forever when it gets on the fingers or the store towel. In weighing this article, you occasionally put too much on the scale pan; to remove the excess, and return it to the stock bottle, use a powder paper. Then throw the paper away. In this way you avoid contaminating either the towel or spatula with the offensive odor.

SELLING NIPPLES.

Joseph F. Hostelley, Philadelphia, Pa.: Let one nipple of each style carried in stock be kept in a small tray or box, in order that a customer may be allowed to select a desired kind without the clerk being put to the trouble of opening several boxes and putting them away after making the sale. This scheme of displaying many kinds of nipples will obviate the possibility of a customer finding at some other store a more desirable nipple that she "did not know you kept."

A PROFITABLE POLISHING POWDER AND CREAM.

An Iowa Druggist: Every druggist sells a preparation for polishing jewelry and silverware. This affords a splendid money-making opportunity to the druggist who will court the trade. For years I

have bought infusorial earth at thirty-five cents a pound in single pounds or at a lower price in larger quantities. With this I put up a four-ounce package containing one-half ounce of the powder and about three ounces of water. I sell this mixture for twenty-five cents. I also put up a two-ounce box of infusorial earth which sells for fifteen cents. Either preparation is very profitable.

FLIES AT THE SODA COUNTER.

Prentiss I. Minton, Red Bank, N. J.: Keep the flies away from your soda counter. This can be done easily by mixing 1 part oil of eucalyptus, 1 part oil of lavender, and 10 parts of oil of sassafras. Put the mixture in a bottle and insert a perforated cork. Sprinkle this solution on the marble counter and spread it gently with a cloth. Do this two or three times daily, and not a fly will light on your counter. We have used it for ten years. Try it!

PREPARING EYE WATERS.

Crawford T. Ruff, Montgomery, Alabama: If you prepare eye waters in large quantities containing sodium borate and zinc chloride, let the freshly prepared solution stand until the irritating, insoluble zinc borate has been thrown out. Then filter the solution and put it aside. Filter it again when it is dispensed. The chemical change takes place very slowly in this product, and it may even be necessary to filter it a third time.

PROTECTING AMMONIUM CARBONATE FROM DETERIORATION.

L. E. Wilson, Pendleton, S. C.: To keep carbonate of ammonia in full strength, saturate a small piece of cotton or sponge with stronger water of ammonia and place it in the bottom of the bottle. The blocks of ammonium carbonate will not turn white, crumble, nor lose their ammonia odor and strength.

CLEANING AN OINTMENT SLAB.

J. Shaynin, Oak Park, Illinois: The aspiring young pharmacist sometimes worries because the ointment slab retains "that greasy feeling." This can be avoided by rubbing a few drops of wood alcohol over the greasy surface. Wood alcohol is an excellent cleansing agent under such conditions.

SELECTIONS.

PHARMACY FIFTY YEARS HENCE.

I know of but one sound method for estimating the future. It is not based upon what we should like to see transpire, or even what ought to transpire, but upon what has transpired in the past and what is transpiring in the present. Human society progresses by gradual evolution and not by sudden revolution. One generation always builds upon its predecessor; and the foundation determines what the superstructure shall be.

I look therefore for no marked and radical changes in pharmacy during the next half century. Rome was not built in a day, and pharmacy will not be transformed in a night. What will happen? Well, as I see it, there are three or four movements now going forward which will largely determine the conditions of the next generation or two.

1. An increasing amount of attention is being paid to the interests of the public health. Pure food and drug laws are the order of the hour. Anti-narcotic legislation is being urged. Patent medicines are declared to be in need of regulation. The medical sciences are rapidly advancing and greater insistence is everywhere being placed upon skill and accuracy; all of which portend that the pharmacist will be held more and more to a strict accountability by the State and by public sentiment.

2. In correspondence with this movement, and largely as a result of it, more and more emphasis will be placed upon the education of the pharmacist, until, fifty years hence, nearly every State will demand that the pharmacist take from two to four years of high school work and that he be also a graduate in pharmacy.

3. But as there will be an educational and professional development, so also will there be a marked business development. This is a great commercial age, and we are living in a great commercial country. Scientific minds, no longer limited to abstractions, are improving our business machinery. Expenses are cut down. Economies are made. Duplications are avoided. Business is done on a greater scale; and these things are all as true of the drug trade as of others. The stores are getting larger and larger, and corporations owning five or ten or fifteen stores are becoming more and more numerous. The "new economic order" is being ushered

in, and the really surprising development of the last year, notably in New York City, foretells with prophetic accuracy what is to take place during the next half century.

Now these are the agencies of the present which are to determine the future. But how are they to affect it? Will a better educated and more scientifically trained class of men in the occupation cause pure pharmacy to be divorced from the side-lines and commercial features which to-day cause distress to so many high-minded men?

Not, in my opinion, to any marked extent. I am satisfied from observation that pure pharmacy can succeed only under conditions so ideal that they will not often be realized. The seven or eight "office pharmacists" of Chicago, situated on the upper floors of great buildings occupied wholly or chiefly by medical men, will probably have their analogues in other cities as time goes on. The ideal business of Hynson, Westcott & Co. in Baltimore will in time doubtless have one or two duplicates in each of the leading centers of population. But fifty years hence pharmacy will for the most part, in all the leading cities, be pretty much centralized in large down-town stores and in branches of these or other corporations scattered throughout the residence districts; and the character of the stock will not be markedly different from that of to-day.

But will such a condition of things permit the expression of advancing professionalism and science which we are to experience? Why not? A large store makes specialism possible; and specialism, as we have seen in medicine, is in large measure the secret of professional progress. There are prescriptionists in the larger stores who do nothing else. There are pharmaceutical chemists who test purchased goods for the store, and examine secretions for the physician and the public. There are other specialists who likewise confine themselves to one thing, and in so doing achieve a success which is not possible with a pharmaceutical Jack of all trades. As I see it, real pharmacy is going to be advanced and not retarded by the growth of the new economic order.

The "shorter" hour problem will be partly solved in this way, too, for "shifts" among the working force will then be possible. Patent medicines—will they still be with us? Bless you, yes. People will continue to want them, and the only difference will be that the State will protect its citizens against fraudulent and harmful products. But what about

cut rates? Well, there is everywhere and in all branches of trade a tendency, exhibited in both legislation and in voluntary trade agreements, to prevent cutting prices below a fair and living profit, and the day is passing when the big fellow can squeeze the little one out except he does it fairly and justly by the possession of economic advantages in which the public shares the benefit.—HARRY B. MASON, in the Golden Jubilee number of the *Druggists Circular*.

USEFUL POINTS ABOUT OLIVE OIL.

As the demand for pure olive oil is increasing from year to year, it will pay the pharmacist to make it a special study. A pharmacist often thinks he is selling a pure article when he isn't, even though he may have tested it. He cannot rely solely on tests, as present-day adulterations do not consist in the addition of a single cheaper oil, but of ingeniously prepared mixtures of different oils in such proportions that on analysis it becomes difficult or impossible to distinguish the adulterated from the genuine oil. The chief adulterants are benne, peanut, and cottonseed; of these, benne is easily rec-

ognized. For peanut oil there is as yet no reliable color reaction.

The best tests known are the three old reliable Italian tests, namely, looking at the product, smelling it, and tasting it. Secure a sample of absolutely pure oil to practice on. This will enable you to familiarize yourself with the color, odor, and taste of the pure article, and after becoming perfectly familiar with these characteristics you will have little or no trouble in identifying a pure oil. The U. S. P. does not describe a pure olive oil, as a pure olive oil has a clear light amber color, without any trace of green; it is odorless, excepting a pleasant smell which accompanies all pure olive oils, and it has a fragrant, soothing taste.

The best olive oil is obtained by the old Italian method, which consists in picking the olives before they are too ripe, grinding and pressing them, separating the oil from the muddy water and depositing it in suitable vessels until, with the coming of the warm season, it becomes clear. Then after being decanted two or three times at intervals of a few weeks, it is ready to place on the market. Oil made by this process does not deteriorate with age, but



A GROUP OF PHARMACEUTICAL TRAVELERS.—A Travelers' Auxiliary was formed at the recent annual meeting of the Ohio State Pharmaceutical Association, held at Cedar Point on Lake Erie. In this group we have the officers and prominent members of the Auxiliary. Frank A. Bauer, of the Cleveland Fruit Juice Co., was elected president of the organization; George M. Schambs, of Parke, Davis & Co., is the first vice-president; and Fred W. C. Diebel, of the Walding, Kinnan & Marvin Co., is the secretary. The four individuals in the front row, dressed in bathing attire, are not members of the Auxiliary. As a whole, this year's meeting of the Ohio Pharmaceutical Association was the largest ever held, but it is hoped next year even to exceed the record for 1907.

improves, while oil made by present-day, quick, economical methods will become rancid and putrid, especially in warm weather or when exposed to heat. The present-day, hurry-up method of extracting olive oil consists generally in collecting the fruit just previous to its ripening, and quite frequently after it has fully ripened, as it produces more oil at that time; it is then immediately pressed.

Olive oil is the most difficult of all fixed oils to test, and a description of one or two tests for principal adulterants might prove of interest.

Five Cc. of the oil, placed in a stoppered bottle with 5 Cc. of amyl alcohol and 5 Cc. of one-per-cent solution of sulphur in carbon disulphide, and heated for an hour in a boiling saturated solution of sodium chloride, should develop no reddish tinge, which shows the absence of cottonseed oil.

Ten Cc. of the oil, when shaken with 10 Cc. of a freshly prepared solution of pyrogallol (2 Gm. in 30 Gm.) in hydrochloric acid, and the separated acid liquid heated in a water-bath for ten minutes, should produce no distinct violet color, which shows the absence of sesame oil.

Just one more point in closing concerning the Italian olive oil supplied to the American markets: The average pharmacist seems to think that the name Lucca on an olive oil can stands for "the best to be had" in the olive oil line, when the real truth

of the matter is, so I have been informed by an importer of olive oil, that Lucca cannot supply her own demand, let alone ours. Consequently we do not get pure Lucca oil but some inferior grade, which may be simply manufactured in New York City, exported, and shipped back into this country and sold for pure Italian olive oil.

Even when imported direct from Italy, it may be oil of the purest grade, and yet the American people will insist on having the Italian olive oil, and the pharmacist will stand up and guarantee the stuff to be absolutely pure, when he only has the jobbers' word for it. The American people have no one to blame for this unfortunate state of affairs but themselves. They imagine an article is of no account unless it comes from some foreign country, when the truth of the matter is, our products are far superior to theirs.

Most of the olive oil manufactured in California is far superior to that supposed to be manufactured in France or Italy, and the day is not far distant when the olive oil industry of California will out-rival that of Italy and France, and the name California on an olive oil can will stand for more than the name Lucca. Secure a good California olive oil and recommend it to your customers when olive oil is called for and you'll not go wrong.—JAMES G. GLEGHORN in *The Apothecary*.



MEMBERS OF THE TEXAS ASSOCIATION.—This group photograph represents some of the members of the Texas State Pharmaceutical Association who were in attendance at the recent annual meeting. We are indebted for the picture to E. G. Eberle, of Dallas, an ex-president of the Association.

"HOW TO TRAIN A HUSBAND."

At the last meeting of the Tennessee Pharmaceutical Association, Mrs. W. F. Summers read a clever paper with the above caption. We are quoting parts of it:

Horses, mules, dogs, and other sensible animals are easily trained to perform wonderful tricks, and man's chief delight comes when his proficiency is recognized in this line. But it falls to the painful lot of weary wives to train the tricks *out* of husbands, and this art every girl should try to master; for when she attains the age of womanhood she will naturally find marriage a necessary evil. Has not one of our poets most beautifully said:

Tell me not in mournful slumbers,
Marriage is an empty scream;
For the maid is dead that's single,
And old maids are not what they dream.
Marriage is real but often vain,
Single blessedness a fib,
But single, thou art single to remain,
Was not spoken of the rib.

Husbands, like horses, have different natures and dispositions, and they look different. Some of them can frequently see two objects at the same time where their wives can only see one. Each husband's disposition must be closely studied in order to be trained correctly. One of the first and very important lessons to learn is not to spoil him or trot yourself to death to please him, nor make the children tip-toe around to keep his wonderful nerve preserved. Be sure to teach him, and teach him well, that a husband should be like an oyster—he should know how and when to shut up.

Then there is the selfish kind of husband who thinks the world and everything in it was made just for his special benefit. He thunders continually into his wife's ears the hardships of man, and reminds her at frequent intervals that it was Eve who ate the forbidden apple, thereby bringing trouble on all mankind. He doesn't seem to realize that it has always been the custom to feed the woman first. Old Satan is a good judge of human nature, and knew well enough that if he gave the apple to Adam first he would never catch the woman, for Eve would never have gotten a bite.

Now we have another kind of husband. I hate to mention him, and I would not but for the benefit of coming womanhood. I refer to the stingy hus-

band. I would advise the wife of such a man to impress him daily with the fact that pretty gowns and hats are necessary to feminine happiness, and that the only possible peace he will ever have will result from purchasing what his wife wants.

We also sometimes have to contend with the lazy husband. May the Lord have mercy on these big, rosy, jolly fellows. They were born tired, and the only remedy is simply to snatch them baldheaded if their heads are not already denuded of hair.

Occasionally, but not often, we happen upon the complaining kind, with whom everything is always wrong, and who would find fault with the New Jerusalem if it did not shine just to suit them. But the average American husband is a beautiful piece of clay to be deftly molded by skilful hands. Fill him up with prunes and you have him.

The greatest art in training a husband is to go slowly and never let him suspect for a moment that you would dare to lead him. Let him believe that you are being led by him. Make him a good living. Feed and clothe him well, and you will mold him into a thing after your own heart; you will make him an inestimable treasure, a thing of beauty and a joy forever.



A UNIQUE DRUG STORE IN IOWA.—This picture shows "Castle Hall" in Walcott, Iowa. It exhibits a rather novel style of architecture for a drug store. The pharmacy occupies the first floor, while the upper story is used for a lodge hall.

LETTERS.

SELLING MAGAZINES IN THE SMALLER TOWNS.

To the Editor:

I have recently started a news-stand department. The population of our town is only about 900, but it consists, to the extent of perhaps 65 per cent, of Germans who are successful and up-to-date citizens. I began using one of my two windows for the display of magazines weekly. How has it paid? I will answer in this way: I am now writing on the 25th of the month, twenty-five days after I began handling magazines. During that time I have found it necessary to order four times!

I believe that magazines are a profitable side-line for any druggist. The direct profits are not so large from the sale of the goods themselves, but it is a



A window display of magazines by Mr. Taylor. He uses one window for the purpose regularly.

class of trade which brings the people to your store—and after that a neat, attractive pharmacy, together with lots of courtesy, will do the rest!

Let me grasp this occasion to say that "country drug stores" are often spoken of slightly. But, after all, there is only one thing needed to make them strictly up-to-date, and that is the adoption of modern and energetic business methods. Our pharmacy is neat, well lighted, and well advertised. I pay as much attention to the lighting and trimming of my windows as any city druggist does. All this has proved a good drawing card, and I believe that the same thing would be true of any country druggist.

J. EARL TAYLOR, PH.G.

Gridley, Ill.

ECONOMY IN THE COUNTRY DRUG STORE.

To the Editor:

Having inherited economical traits from my father and grandfather, it pains me to see waste going on. While passing a certain drug store I saw in the back-yard several boxes and barrels full of empty bottles from four ounces up to one gallon, together with cans and boxes thrown in with a mass of packing material. This apparent waste is my excuse for telling my system for disposing of such material.

As soon as a container is emptied it is washed and assorted among two separate lots, one being composed of perfectly clean receptacles and the other including tins and bottles that can only be used for varnishes, oils, machine and paint oil. The boxes are opened with care and placed in the cellar or storeroom and are sold or given away to my farmer customers, who greatly appreciate them. The nails are saved and used about the store and my home. The surplus, including nails of all sizes, I give to some householder customer, in a cigar box; he finds them very useful and expresses his appreciation.

The twine which comes around goods is put into a box and saved. When enough is collected I make balls of fine and coarse twine. These serve for packages of coarse and heavy goods; while only new cotton or Sea Island twine will do for neat packages. Old paper and wrappers are used in a similar way for putty, glass, and dry paints. Undamaged paper boxes may be used to pack several purchases together for my country customers. Others are given to children customers, who appreciate them highly.

Several of my patrons who take magazines and papers, bring me this literature after they read it. These journals, together with my own, I distribute among my various patrons who are unable to supply themselves with proper mental food. Thus, by these trifling attentions I attain three objects: economy, friends, and cleanliness. GEORGE C. BARTELLS.

Camp Point, Ill.

ONCE MORE: LABELS ON TIN CONTAINERS.

To the Editor:

The tin box and the paper label seem to still be a troublesome proposition for a good many druggists. My way is to moisten the place to be covered with tincture of iron, and the label will stay until it wears out. I never have any trouble with the label coming off if this product is used.

Litchfield, Nebraska.

J. CORDING.

PHARMACEUTICAL EDUCATION.

To the Editor:

It is no longer possible to become an up-to-date, twentieth century druggist by merely serving an apprenticeship in a drug store. The new pure food and drug laws which are being enacted in many of the States, aside from the national law, make a thorough pharmaceutical education an absolute necessity. The pharmacist of the future must be able to determine the identity, quality, and purity of the drugs and medicines he dispenses; and in order to be able to do this he must be familiar with analytical methods, quantitative as well as qualitative. He should know how to use a microscope and its accessories. As public analyst he must be able to examine water, milk, canned goods, etc. These things are not and cannot be taught in the average drug store. It can be plainly seen that present conditions are vastly different from those of the past. The coming pharmacist must have a training which will enable him to determine and control the quality of the goods he sells; otherwise he will be on the same level with the grocer.

All this is work of the true pharmacist, but work which many American pharmacists are unable to do, simply because they lack the necessary training. Such a training protects the pharmacist from commercial competition, which in itself should be an incentive to any young man who expects to engage in the calling.

The pharmacist of the future who possesses these special qualifications will find avenues of usefulness open to him which would otherwise remain closed. Certainly it behooves every drug clerk contemplating the study of pharmacy to make the most of his opportunities by properly preparing himself for any work which may be developed in pharmacy.

JAMES L. GLEGHORN, PH.C.

Scio, Ohio.

A MARINE SCENE IN THE WINDOW.

To the Editor:

I wish to suggest a novel idea for a window display to the readers of my favorite journal, advertising "Products of the Sea."

Out of some round paste-board cartons, make a cone-shaped figure resembling a lighthouse, about 15 inches wide at the base and 8 inches at the top. Cover it with some gray cloth, and with a piece of chalk make irregular markings on it to represent

rocks. For the head-light take a hat box, make it the proper size, cut a round hole in one side about 5 inches in diameter, and in back of it place a light, preferably a 16 c.-p. electric bulb. For a reflector use a new tin, eight-ounce funnel without the stem. After covering the top in the same manner as the rest, the lighthouse is finished. Set it in a very conspicuous place in the window. Make a background out of bags of sea salt, and on the floor of the window arrange various sizes and shapes of sponges, cuttlefish-bone, Irish moss, Iceland moss, and similar articles neatly marked.

HUGO J. SCHUMM.

702 Lincoln Ave., Chicago, Ill.

MORE ABOUT GERMAN PREPARATIONS.

To the Editor:

I do not quite agree with Dr. Koch in his letter in the July BULLETIN. My understanding is that by "berg-oel" is ordinarily meant crude petroleum; that weiszes or white berg-oil is refined petroleum or kerosene; that rothes or red berg-oel is kerosene colored red with alkanet root or alkanin, and that schwarzes or black berg-oel is oil of birch tar. In the latter case I should dispense the *crude* and not the *refined* oil.

As for altona tropfen, or Brown Hamburg Drops, the following is the official formula:

Myrrh	2
Camphor	3
Sodium carbonate	4
Red gentian	6
Red zodoaria	6
Fruct. aurant. immat. (so-called orange ap- ples)	6
Angelica root	8
Tormentilla root	8

The above, coarsely ground, are to be macerated for eight days in:

Spirit vini, 90 per cent.....	500 grammes.
Aq. destill.	500 grammes.

Then strain, express, and filter.

As for "Baunscheidt Oel," Dieterich, in his Manual, ninth edition, page 309, gives the following formula of Richter:

Croton oil	1 part.
Castor oil	9 parts.

This is a better formula than Dr. Koch's, because it makes a *clear* liquid.

OTTO RAUBENHEIMER, PH.G.

A NOVEL PRESCRIPTION.

To the Editor:

We wonder whether many of "the boys" have such prescriptions as this one to compound, and, if so, whether they are too conscientious to "substitute," as so many of our friends declare?

Lunar caustic $\frac{1}{4}$ ounce.
 Calomel $\frac{1}{4}$ ounce.
 Salt of nitre $\frac{1}{4}$ ounce.
 Body of thousand-legged worm dried and pulverized.

Mix.

We do not charge any member of the medical profession with writing this prescription, however. It was evidently written by one of the "old woman doctors" with which the country abounds.

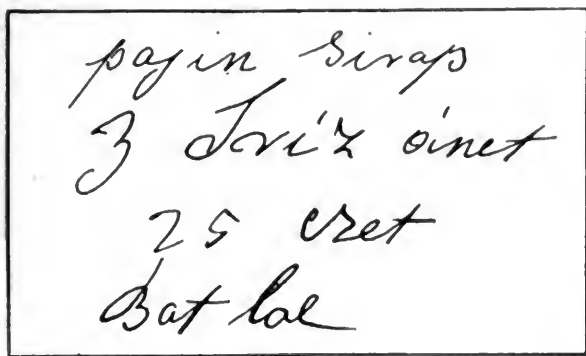
A. W. BROWN.

Stockbridge, Mich.

THIS DESERVES THE PRIZE!

To the Editor:

I am sending you an order which was recently received by S. Hollander & Co., of Braddock, Pa. For your information I would say that the order



pay in sirap
 3 tri's oinet
 25 cret
 Bat lae

reads as follows: "Pine syrup, three trees on it, 25-cent bottle." The customer wanted Wood's Norway Pine Syrup—a patent medicine. How on earth the Hollander Co. ever figured out what the customer wanted is beyond my comprehension!

H. E. GEISSENHAINER.

WILL OTHERS ADOPT IT?

To the Editor:

I am very sorry to hear that you are "snowed under" with "Dollar Ideas." However, I suppose I have had my share, as you have accepted an even dozen of my contributions for the new department. I will consequently try not to complain of the congestion in the idea market.

By the way, I have one more idea which I must send you. It is this: Your "Dollar Idea" department is alone worth the subscription price of the journal many times over, and many a subscriber to your magazine could with little effort obtain a new recruit to the BULLETIN ranks on the strength of this department alone. To show you that I mean what I say, I enclose \$1 with the request that you enter the name upon your subscription list of the Zona Toilet Co., of Wichita, Kansas.

A. H. BOSWORTH.

Wichita, Kansas.

To the Editors:

I have received several copies of the BULLETIN OF PHARMACY and I wish to state that I honestly and truthfully believe that I could hardly do without the journal. I especially like its plain talks to the young fellows. It usually strikes home, especially to one just starting out as a clerk.

LOUIS P. LESOINE.

East Stroudsburg, Pa.

* * *

To the Editors:

I enjoy the BULLETIN very much and have received a great deal of good from it. I might add that to me one issue of your paper is worth more than a whole year's subscription of another journal that I take, and this is not "hot air" either.

Laceyville, Pa.

B. F. MICHAEL.

* * *

To the Editors:

Enclosed find check for the BULLETIN OF PHARMACY. I have been your constant reader since college days and always find the journal very interesting.

C. A. SANKIEWICZ.

Chicago, Ill.

* * *

To the Editor:

I am always anxious for the arrival of the BULLETIN, as I think it just about the *best* magazine that I have had the pleasure of reading. It is very instructive.

C. B. GUNNELL

[Member Wyoming Board of Pharmacy.]

Evanston, Wyoming.

* * *

To the Editors:

Enclosed please find check for \$1.00, renewing my subscription to the druggist's staff of life, the BULLETIN OF PHARMACY.

A. H. BINDER.

East Brady, Pa.

BUSINESS HINTS.

Exploiting Olive Oil.—

We have several times referred in this department to the efforts of Mr. Cooban in educating the people in his neighborhood to use olive oil liberally on the one hand, and on

POSITIVELY PURE

"In buying Olive Oil it pays to get the best."—COOBAN.

OUR

ITALIAN OLIVE OIL

IS GUARANTEED POSITIVELY PURE.

Unless we were absolutely certain that our Italian Olive Oil was positively pure we would not put our guaranty behind it. Since we do, you may be equally certain that it is the natural, unadulterated Olive Oil—from the fruit-growing districts of sunny Italy, where olive growing is a science transmitted from generation to generation.

Olive Oil is an important item in the daily diet of the Italians. It should be so with Americans, and is fast gaining ground in this direction. It possesses food properties of superior merit. It also possesses medicinal virtues of a distinctly high order. We have issued a booklet giving many interesting facts regarding Olive Oil—free upon request.

Buy a bottle of our Italian Olive Oil.

Half-pint bottle.... **35c** Pint bottle... **60c**

B.S.COOBAN & CO.

63d Street and Normal Avenue,
CHICAGO.

POSITIVELY PURE

"In buying Olive Oil it pays to get the best."—COOBAN.

ITALIAN OLIVE OIL

THAT
IS ABSOLUTELY
PURE

You need be troubled by no qualms of doubt regarding the Olive Oil that Cooban sells. You can come to this store with every assurance that you will only be offered the purest and the best!

This is important in view of the many adulterations of Olive Oil on the market.

As a food, tonic, and medicine there are few preparations for many cases of illness and exhaustion that approach Pure Olive Oil. We have issued an interesting booklet upon this subject. It is free for the asking.

Half-pint bottle.... **35c** Pint bottle... **60c**

B.S.COOBAN & CO.

63d Street and Normal Avenue,
CHICAGO.

in the first place. If you don't have the goods, you can't blame a man for sending where they do have them, and you can't very well blame a man for continuing to trade where they have them. No one can have everything that is called for once. No one can foresee the calls that are going to come in for new goods. We don't blame druggists for what they can't do, but few druggists make it a point to get everything they feel reasonably certain of having more calls for, and comparatively few druggists watch their stock closely enough to keep from being "just out" of something or other every day of their lives. Nothing is much better advertising for a store than to get the reputation of having the goods, of never being "just out to-day."

A Unique Label.—

T. R. Shaw, of Pembina, N. D., evidently has an original and resourceful intellect. We are showing a reproduction

BAREOIL HARETONIK

Guaranteed to
grow hares on
a dessert and
kildandrufh

DIRECTIONS: Apply
morning and night
to the dessert.

SHAKEWELL & USING

Amalgamated by
T. R. Shaw, Pembina N. D.

25c.

of a label which Mr. Shaw recently got up for his hair tonic. Enough said!

Advertising Sick-room Helps.—

The William B. Riker & Son Co., of Greater New York, believe in advertising booklets. They get out a large number on almost every available subject, and they never lose an opportunity to enclose one or more booklets in every package wrapped up at the counter. One booklet was recently devoted to the subject of "Sick-room Helps," and we are quoting herewith the text of the first two pages:

SICK-ROOM HELPS.

Much comfort and convenience is provided for both nurse and patient through the many articles devised by medical science and invention during recent years.

Everything that has met the test of actual service and is of proved utility you will find in the Riker Drug Stores. The variety, both in sick-room supplies and surgical appliances, is unquestionably the largest retail assortment carried in any store in New York.

It will be taken for granted, of course, that everything in this de-

the other to purchase it at the Cooban pharmacy. This month we are reproducing a couple of Mr. Cooban's newspaper advertisements. They speak for themselves and are in need of no particular comment from us.

Being "Just Out."—

If there is anything that will help a man to run down his business, it is being "just out" of something or other. Thus philosophizes the *Spatula*. Druggists make a good deal of fuss about the mail-order houses. So do other merchants. And then a farmer comes in and wants a bottle of something and gets told "We're just out of that to-day." Then he decides he might as well make up an order and send it to the place which advertised the goods and made the demand

partment is the best in quality and construction, in keeping with the Riker policy. We carry no second grades or "imperfects."

Still you will find a saving of at least 10 per cent (sometimes as much as 50 per cent) on every article you buy here, as compared with its usual price.

You will save time and trouble as well as money by simply 'phoning to the nearest Riker store for anything the nurse wants or the doctor orders.

As suggestive of the line of goods carried and the prices prevailing, we mention:

Sick-room Commodes	\$3.98
Back Rests	2.90
Sick-room Trays	\$1.25 to 2.25
Maternity Outfits	2.25
Maternity Outfits	7.50
Arnold's Baby Food Sterilizers.....	3.00
Arnold's Baby Food Warmers.....	1.98
Breast Pumps, with Rubber Bulbs.....	.25
Glass Nipple Shields.....	.10
Etc., etc.	

Another Telephone Blank.—

The "Business Hints" department of the BULLETIN has evidently educated druggists all over the country to make advertising capital out of the telephone messages which it occasionally becomes necessary for them to deliver. Telephone blanks gotten up for the purpose, and bearing advertising matter, have been reproduced in this department from time to time. We are reproducing another such blank herewith: the original is $3\frac{3}{4}$ by $5\frac{1}{2}$ inches in size. Mr. Morgan writes us as follows: "The delivery of telephone messages

<p>RECEIVED AT TELEPHONE MESSAGE</p>	<p>WILLIAM F. MORGAN'S PHARMACY, 122 WESTBOLT AVENUE, COR. GARDEN ST., BROOKLYN, N. Y. TELEPHONE, 467 GREENPOINT.</p>	<p>TELEPHONE MESSAGE</p>
<p>THIS MESSAGE DELIVERED WITHOUT CHARGE.</p>		
<p>For _____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p>		
<p>The Prescription Department is the most important feature in my store. Your Prescriptions Compounded accurately and promptly.</p>		

and the sale of postage-stamps are evils which have so engrafted themselves upon our business that it is folly to attempt to uproot them. I think it wiser to swim with the current and to extract as much benefit from such things as possible. Consequently I make it a particular point to accept telephone messages and to sell postage-stamps with as much courtesy as if they were profitable business transactions. We can live but once, and why not make life as much of a pleasure as possible? We must work, and how much more satisfactory it is to have your work a pleasure than otherwise!"

A Letter to the Doctors.—

The advertising methods of the Whorton Sons Drug Co. of Gadsden, Alabama, have been referred to several times in this department of the BULLETIN. This company makes quite a feature of appealing to physicians for their support. Recently, for instance, the following letter, typewritten on the letter-head of the firm, was sent out to the doctors of Gadsden:

DEAR DOCTOR:

We are now about to enter a season when there will be many occasions for using intestinal antiseptics and digestants.

In presenting our "Teremol" we do it as a N. F. preparation, that of turpentine emulsion. In other words, "teremol" is merely our private trade name for turpentine emulsion. We ask you to consider our preparation because turpentine emulsions can't be dispensed without considerable skill and time, which might cause delay to the patient.

"Teremol" has considerable advantage over most emulsions of turpentine. It contains only 2 minims of turpentine to the fluidrachm, which is sufficient for the purpose. It contains c. p. sodium bicarbonate to protect the kidneys; pancreatin, the best-known intestinal digestant; and aromatic stomachics. It also contains salol, one of the recognized intestinal antiseptics.

"Teremol" can be mixed with any aqueous solution excepting those of an acid reaction. "Teremol" can also be mixed with oils or emulsions. It is palatable and pleasant, since we mix the turpentine with a bland and beneficial oil, liquid petrolatum, before emulsification.

Then, finally, the emulsion is mixed with a small amount of medicinal syrup to enhance its palatability.

Respectfully,

WHORTON SONS DRUG COMPANY.

A Blotter.—

C. A. Sieplein has a prescription pharmacy—or "laboratory," as he calls it—in Cleveland. He is located in the

<h2 style="margin: 0;">BLOT YOUR PRESCRIPTIONS</h2>	
<p>AND KINDLY SEND TO</p> <p>C. A. SIEPLEIN</p> <p>PRESCRIPTION LABORATORY</p>	
<p>Main 904 J Central 6364 W</p>	<p>426 ROSE BUILDING</p>

Rose Building. Mr. Sieplein enjoys a professional business, and he endeavors to keep the physicians in line. The accompanying reproduction shows, in reduced size, a blotter which Mr. Sieplein recently distributed among the doctors.

Keeping in Touch with the Sick.—

W. J. Frazier, Wichita, Kansas, always sends out a type-written letter to every patient as soon as he hears that he is sick:

DEAR SIR:

If we can be of service to you with our facilities for handling sick-room supplies and prescription work, we should be pleased to have you command us. We keep a line of sick-room necessities that is unsurpassed by any store in the west, and we feel sure that we can please you.

Hard- and soft-rubber goods in endless varieties are kept constantly on hand and in a fresh, usable condition, all bearing our guarantee.

Sick-feeders, drinking-tubes, urinals, both male and female, bedpans, or anything else in the drug line, we will gladly deliver to your door any time during business hours free of charge for deliveries. At other hours a regular messenger fee will be charged.

Our terms are cash. Hoping to be favored with your patronage when you are in need of things in our line, we remain,

Yours very truly,

THE W. J. FRAZIER DRUG CO.
By W. J. FRAZIER.

Soda Fountains and the Food and Drugs Act.—

Charles B. Dawson, soda dispenser in the pharmacy of A. M. Ruiz, 729 State Street, Santa Barbara, California, sends us a soda menu which is being used in the "Refreshment Department" of the Ruiz store this year. At the bottom in large type is the following interesting statement: "I personally guarantee everything dispensed by me to conform to the pure food and drug law enacted by the National Congress in 1906—the most stringent act ever passed on this subject. Ours is the first fountain in the country to make this guarantee. Charles B. Dawson, Dispenser."

PRACTICAL PHARMACY.

Preserving Solutions of Adrenalin.—

Horace Finnemore, B.Sc., F.I.C., Ph.C., contributing an article to the *Pharmaceutical Journal* of London, remarks that solutions of adrenalin acquire a pink tinge upon exposure, and observes that he has used sulphurous acid to obviate it. He suggests the following formula:

Adrenalin	0.10
Chlor-butyl alcohol [chloretone].....	0.50
Sodium chloride	0.90
Diluted hydrochloric acid.....	0.25
Sulphurous acid	0.25
Distilled water, sufficient to produce.....	100.00

Boil the distilled water for two or three minutes; cool; in the nearly cold liquid dissolve the chlor-butyl alcohol and the sodium chloride. When quite cold add the diluted hydrochloric acid and the sulphurous acid to 25 parts of the liquid, and in this portion dissolve the adrenalin. Mix with the remainder, and make up to the volume with recently boiled and cooled distilled water.

Chlor-butyl alcohol [chloretone] is added to the solution because of its local anesthetic and hypnotic properties. It is soluble in the proportion of 1 in 200, so that the above solution is saturated. If a few crystals remain undissolved, they must be filtered out. The sodium chloride is in the proportion necessary to form a solution of the same osmotic pressure as normal blood serum. The hydrochloric acid is slightly in excess of theory.

The above formula, remarks Mr. Finnemore, has been in use about two years and the product seems quite satisfactory.

[NOTE BY THE EDITOR.—The discoloration in solutions of adrenalin is due to oxidation alone, and the only effective remedy is to prevent the access of air so far as possible. Oxidation is retarded by free acid, but the amount of this is manifestly limited. The addition of sulphurous acid on the one hand, or acid sodium sulphite on the other, is resorted to by some manufacturers of similar solutions, but it may be said that these chemicals are not preservatives except in so far as they add free acid to the product. Above and beyond this, it is true, they bleach out the pink color resulting from oxidation, but to the degree that they do this they simply disguise or conceal the deterioration.]

"Fluidglycerate" of Krameria and Other Drugs.—

George M. Beringer read a paper before the members of the New Jersey Pharmaceutical Association in which he proposed a new class of liquid pharmaceuticals made with glycerin, or mixtures of glycerin and water, as solvents. The drug strength is the same as the official fluidextract, namely, one gramme of the drug to each cubic centimeter of the product. He believed that a number of permanent preparations could be made in this way. Mr. Beringer suggested the following typical formula, "fluidglycerate" of krameria being the product:

Krameria, in No. 20 powder.....	1000 Gm.
Glycerin	500 Cc.
Water, a sufficient quantity to make.....	1000 Cc.

Mix the glycerin with 2000 Cc. of water, and having moistened the krameria with a portion of this menstruum, pack it in a percolator; pour on enough of the menstruum to saturate the powder and leave a layer of liquid above it, and allow the drug to macerate for twenty-four hours. Then allow the percolation to proceed slowly, pouring on first the remainder of the menstruum, and then water until the drug is exhausted. Reserve the first 600 Cc. of percolate and evaporate the remainder to 400 Cc. When cool, add the reserve and, if necessary, water to make the product measure 1000 Cc.

The product is a syrupy liquid of a deep brownish-red color and a strong astringent taste. It is miscible with

water, making an almost clear reddish-brown liquid with a distinct purplish tint.

Mr. Beringer remarked that a number of drugs will yield their active medicinal constituents to glycerin menstrua, and the resulting "fluidglycerates," being practically free from resinous matters, will be miscible with water with little or no precipitation.

Elixir of the Phosphates of Iron, Quinine, and Strychnine.—

Alfred I. Cohn, Phar.D., read an interesting paper before this year's meeting of the New York State Pharmaceutical Association on various products of the new Pharmacopœia. Dr. Cohn spoke appreciatively of the work as a whole, but offered some suggestions. He thought the formula for elixir of iron, quinine, and strychnine phosphates contained an unnecessarily large number of ingredients, necessitating a rather complicated method of manipulation. For years he has used a formula which is exceedingly simple, and which affords a highly satisfactory preparation. Adjusted to the U. S. P. quantities, the formula is as follows:

Soluble ferric phosphate.....	17.500 Gm.
Quinine	8.750 Gm.
Strychnine	0.275 Gm.
Alcohol	60.000 Cc.
Distilled water	30.000 Cc.
Aromatic elixir, to make.....	1000 Cc.

Dissolve the ferric phosphate in the water by the aid of heat and add 400 Cc. of aromatic elixir. On the other hand, dissolve the quinine and strychnine in the alcohol by the aid of heat, and add to the solution 400 Cc. of aromatic elixir. Now pour the alkaloidal solution into the solution of iron phosphate and add sufficient aromatic elixir to make 1000 Cc.

Dr. Cohn declared that an elixir so made exhibits a fine green color, and is free from acidity. It keeps perfectly well, although it will darken if kept for a long time in a bright light. It is important that the alkaloidal solution be poured into the iron solution and not *vice versa*, otherwise a precipitate forms, and the preparation cannot then be manipulated so as to give it the fine green color it should have.

Spirit of Camphor in Ohio.—

The Dairy and Food Commission in Ohio has been active for several years in examining the character of drug supplies in the State. More attention than ever is now being paid to the subject in view of the enactment of the Federal food and drugs act. In his last annual report, the Commissioner declared that an investigation into the character of the spirit of camphor sold by the druggists of Ohio some time ago revealed rather unfortunate conditions. After allowing a couple of months to elapse after notification of the druggists as to their camphor, another investigation was instituted to ascertain how the department's action had been regarded. This last investigation was only conducted during the last few months of the year. The purchases in each instance were made of druggists who had had a previous notice, and were made without the druggists' knowledge that the purchaser was in any way connected with the department. The result was most pleasing to the department and indicated a general compliance with legal requirements. The added water was entirely eliminated, and while all the samples did not test up to the full strength, the deficiency was only slight, and a general desire to comply with the law was indicated.

Comments on Some of the N. F. Preparations.—

Prof. Wilbur L. Scoville contributes an article to a recent issue of the *Druggists Circular* in which he comments on some of the products in the National Formulary. We are reprinting some of his remarks:

Syrup of Coffee.—Much depends upon keeping the vessel well covered during the boiling and cooling. There should be only enough vent to partially relieve the pressure. If a high-grade coffee is used, the addition of 12 grammes of chicory will improve it, notwithstanding the prejudice against chicory in coffee. For the cheaper coffees a trace of coumarin will be an improvement. Only a trace should be used, varying somewhat with the grade of the coffee. When properly adjusted the coumarin reinforces the coffee flavor, without itself being noticeable. It should be borne in mind that this preparation is not intended for a beverage, but is used as a flavor in emulsions, etc., and a too delicate flavor is not desirable; it must have enough of the coarser qualities to make it effective as a disguise for unpleasant tastes.

Syrup of Licorice.—A better flavored preparation can be made by percolating ground licorice root with a weak (0.1-per-cent) solution of ammonium carbonate, evaporating to 450 Cc. and dissolving 850 grammes of sugar in the liquid. This also makes a lighter colored preparation.

Syrup of Quinidine.—If the mucilage of acacia is at all acid, the bitterness will be developed. The amount of saccharine solution directed is also too large, in Professor Scoville's judgment. It can better be omitted altogether, with satisfaction to the taste.

Tincture of Iodine.—

In making tincture of iodine, U. S. P., VIII, F. Nitardy (*Western Druggist*), finds that the potassium iodide, forming a nearly saturated solution with the alcohol, dissolves rather slowly, and the last trace of it with considerable difficulty. The following method enables the druggist to make this tincture in a few minutes, and insures complete solution of both iodine and potassium iodide without materially changing the character of the preparation:

Iodine	70 Gm.
Potassium iodide	50 Gm.
Water	25 Cc.
Alcohol	to make 1000 Cc.

Place the iodine and potassium iodide in a graduated flask or bottle of suitable capacity; add 25 Cc. of water, rotate for a few minutes until solution is effected, and add alcohol to make the product measure 1000 Cc.

The tincture made by this method contains $2\frac{1}{2}$ per cent of water, which the writer thinks in no way objectionable, while the use of it saves considerable time.

A Simple Test for Linseed Oil.—

The Dairy and Food Commissioner of Ohio, in his last annual report, gave a simple test for determining the quality of linseed oil:

Place equal parts of linseed oil and lime-water in a bottle, shake thoroughly into an emulsion, and let the bottle stand. If pure, there will be no separation inside of twelve hours; if adulterated, the separation will begin inside of twelve hours, and the sooner the separation begins the greater the extent of the adulteration.

BOOKS.

A COMMENTARY ON THE FOOD AND DRUGS ACT. *

The importance of the food and drugs act is so great, and the innumerable questions relating to it have been the subject of so much misconception, that a clear presentation of and commentary upon the law has been needed. This has now been supplied by Arthur P. Greeley, a prominent patent-law attorney in Washington, and a man familiar from long experience with congressional legislation. Mr. Greeley calls his book "A Study of the Food and Drugs Act of June 30, 1906," and the work is published by John Byrne & Co., 1322 F Street, N. W., Washington, D. C. There are 176 pages; the book is cloth-bound; and the cost is \$1.50. Any manufacturer or dealer whose interests are closely involved in the passage and enforcement of the food and drugs act would find much benefit in the ownership and perusal of Mr. Greeley's commentary, although it does not help very much to settle disputed questions and elicits quite as many inquiries as it answers.

ANOTHER FARRINGTON BOOK.

Frank Farrington, Delhi, N. Y., has just published a little book of a size and binding similar to "The Clerks' Book" noticed in this department of the June BULLETIN. It bears the title of "John Martin's Clerks." Primarily it would seem to be a book of short fiction, but an effort has been made to incorporate some useful suggestions and observations regarding the conduct of business. Altogether it will prove readable to any merchant or clerk. The price is 25 cents, and the book may be procured of the Merchants' Helps Publishing Co., Delhi, N. Y.

SAUNDERS'S POCKET MEDICAL FORMULARY.

This little leather-bound book, suitable for carrying in the pocket, will be found useful by physicians. The subject-matter is arranged in alphabetical order according to diseases, and a number of prescriptions are given for the treatment of every condition. In the back of the book are a number of useful tables. William M. Powell, M.D., is the compiler of the book, and the publishers are the W. B. Saunders Co., of Philadelphia and London. The price is \$1.75 net.

ALLEN'S ORGANIC ANALYSIS.

Part 3 of Volume II of Allen's Commercial Organic Analysis has just been issued from the press of P. Blakiston's Son & Co., 1012 Walnut Street, Philadelphia. The price is \$5.00 net. It seems quite unnecessary to enter into any detailed explanation of the character of this work—it is familiar to every chemist. The present volume discusses the acid derivatives of phenols, aromatic acids, resins, and essential oils.

DRUGGISTS' SPECIALTIES.

In this department Mr. B. S. Cooban, a practicing pharmacist of large experience in the manufacture and sale of druggists' specialties, will endeavor to provide formulas that will "work" to subscribers who ask for them, and in turn will publish formulas for successful specialties which readers themselves are cordially invited to contribute. All correspondence should be addressed to "Specialties Department," BULLETIN OF PHARMACY, P. O. Box 484, Detroit, Michigan; and all inquirers should conform to the conditions which are stated over the adjoining department of "Queries."

Lemonade Powders.

L. W. M. wants a formula for "Preston's Sugar of Lemon," to be put up in one-pound tin cans with a small bottle of liquid. Two or three teaspoonfuls of the sugar and a few drops from the bottle added to a glass of ice water make lemonade.

Lemonade and soda powders are of English origin and are quite popular in that country. Some years ago we had a customer, an English lady, for whom we frequently made up a powder of this kind, and, as we remember, it was composed of white sugar one pound, tartaric acid one ounce, and fresh oil of lemon ten drops. This mixture would be all right for immediate use, but because of rapid change in the oil of lemon it would not answer for an indefinite time.

We suggest mixing the sugar and acid as stated above, including with each can a half-ounce bottle of spirit of lemon made as follows:

Oil of lemon (fresh).....½ ounce.
Grated lemon peel (yellow outside only).....1.
Cologne spirit.....1 pint.

Let stand three or four days and filter.

We do not know just what your State did in the way of pure food legislation, and before getting out labels you had better look into the matter.

Barbers' Supplies.

N. B. writes: "There are a few proprietors of barber shops in our neighborhood who have asked me to put up a toilet water, a lotion, a hair tonic, and a massage cream. Will you kindly favor me with formulas for making good, cheap preparations of the kind? Would these preparations come under the pure food and drug law?"

The first requirement with a barber is price, and if you will find out what your barber pays his supply house for such goods, you will wonder how any house can make such an offer. We do not know, but suspect that the higher grades of methyl alcohol enter into many of these articles.

For a toilet water we note many of the barbers favor a lilac odor. This they buy for 50 cents a quart inclusive. Various lilac oils or synthetics can be bought from several concerns who make a specialty of concentrations. The Evergreen Chemical Co.—Chicago agent, E. W. Shields, 6222 Lexington

Avenue—have a very nice line of these concentrations and synthetics.

Use 25-per-cent alcohol, tint it slightly, using purple for lilac, and add a perfume in keeping with the price. Any odor can be made in the same way.

HAIR TONIC.

Resorcin.....4 drachms.
Salicylic acid.....15 grains.
Tincture of cantharides.....2 fluidrachms.
Glycerin1 fluidounce.
Perfumeas desired.
Alcohol4 fluidounces.
Water, to make.....16 fluidounces.

Mix, perfume to suit, and filter.

A LOTION.

For a lotion, make a tragacanth mucilage, 30 grains, to the pint. To a pint of this paste add one ounce each of alcohol and glycerin, 20 grains boric acid, and perfume with bitter almonds.

On page 172 of the BULLETIN for April, 1906, you will find a formula for massage cream, and several have been published since.

Non-greasy Cold Cream.

M. B. wants a formula for a greaseless cold cream similar to one on the market, which he understands contains casein and tragacanth.

We experimented last year with a cream of this character, and published the results in this department, December, 1906, giving the following formula:

Stearic acid, pure.....240 grains.
Carbonate of soda.....155 grains.
Powdered borax.....30 grains.
Glycerin1 fluidounce.
Water8 fluidounces.

Mix all the ingredients together and heat them on a water-bath until effervescence ceases. Remove the mixture from the heat and stir at intervals until it begins to stiffen. Then add 20 drops oil of ylang, 5 grains of heliotropin, and 4 or 5 drops of oil of rose dissolved in one fluidounce of alcohol. Beat this up to two or three times its volume. Sometimes, on solidifying, it becomes rather hard and does not seem smooth, but a second vigorous beating renders it fluffy and creamy.

As we stated before, several modifications may be made. You may use one ounce of glycerite of starch in place of the glycerin, or you may add cacao butter, mucilage of quince seed, tragacanth, or agar-agar.

An emulsifying machine can be used to advantage in making this cream, since everything depends on the beating.

Cucumber Juice.

E. A. R. wants to know how to make cucumber juice so that it will keep.

We have not had any occasion to preserve the juice in question, so we cannot speak from experience. In making preparations containing cucumbers, we have made the season's supply when cucumbers were cheap. We have noticed, however, that the juice undergoes an acetone fermentation, which might possibly be arrested or prevented by the addition of one per cent of salicylic acid, or sodium benzoate.

M. B.—A formula for shampoo jelly was given in this department of the June BULLETIN.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Applications for Dandruff.

F. M. P. sends the following query: "Can you give me a formula for a hair oil containing a few ingredients for the relief or cure of dandruff, and finely scented? I would like two grades, a fine preparation and a cheap one."

For a fairly cheap preparation use this formula:

Acid salicylic	2 drachms.
Tincture of benzoïn compound.....	1½ drachms.
Olive oil	10 ounces.

Mix.

Wash the hair every day with some germicidal soap, dry the scalp with a rough towel, and then rub in the oil.

A fine product is made by mixing benzoated olive oil with perfumed oils prepared directly from the flowers by maceration. Benzoated oil is made by digesting an ounce of bruised benzoïn (Siam preferably) in a pint of almond or olive oil for three hours on a water-bath and filtering through French gray paper. Oil so prepared does not become rancid. A good preparation of this kind may be made from the following formula:

Benzoated oil.....	20 ounces.
Otto of rose.....	20 minims.
Oil of rose geranium.....	10 minims.

Mix.

Here is a dandruff cure taken from the *Medical World* which may be just what you want:

Resorcin	2 drachms.
Tincture cantharides	4 drachms.
Castor oil.....	1 drachm.
Spirit lavender compound.....	4 drachms.
Glycerin	4 drachms.
Best imported bay rum, enough to make...	1 pint.

Separate the hair with the fingers, morning and night, and rub about a teaspoonful into the scalp. It will not harm the hair, but the medication does its work on the scalp, and an endeavor should be made to apply it there. After about a week the hair will become unpleasantly oily. When this occurs, wash the hair well with the white of an egg, followed by soap and warm water, and finally by plain water. Repeat the washing as often as the hair becomes oily, and the dandruff will soon disappear.

After a few weeks' use the preparation may be discontinued, and the cure will usually be complete. But if there is any sign of a return of the trouble, an application once or twice a week will keep the dandruff in permanent subjection.

After-shave Lotions.

W. A. S. requests a formula for an after-shave lotion which will remove the sting of the razor. Preparations of this character fall into two classes, the one oleaceous, the other alcoholic or glycerinated. This classification follows naturally from the fact that some skins are moist or even oily, while others are always dry. For the former, the best after-shave is bay rum. It removes the excess of oil from the skin, exerting a cleansing, tonic effect. A tragacanth

cream, properly prepared, is refreshing after a shave. If you want a very fine preparation of this kind, white, creamy and quickly absorbed, try the following formula:

Tragacanth	1 ounce.
Tincture of benzoïn.....	4 fluidrachms.
Boric acid	2 drachms.
Carbolic acid90 minims.
Starch	1 ounce.
Glycerin	12 fluidounces.
Oil of rose.....	40 drops.
Oil of lavender flowers.....	90 drops.
Extract of rose.....	2 fluidounces.
Alcohol	24 fluidounces.
Water to make.....	1 gallon.

Dissolve the boric acid in four pints of water, add the tragacanth, and macerate for two days. Express through cheese-cloth, and beat until smooth and entirely free from lumps. Mix the glycerin and starch, and heat until a nearly transparent jelly is formed. This requires care and constant stirring to prevent scorching. We have found that if an aluminum pan is used, the heat may be raised rapidly and the chance of burning greatly lessened. When somewhat cooled, the glycerite is added to the mucilage. Mix thoroughly, add the carbolic acid and slowly mix with the alcohol in which has been previously dissolved the oils, extract, and tincture of benzoïn; sufficient water to make one gallon. Shake briskly for several minutes to insure perfect combination, finally straining through cheese-cloth.

For the dry skin which is likely to chafe from shaving, emollients are necessary. A good, soothing application which keeps well is an old preparation—"Milk of Roses."

Blanched almonds	2 drachms.
Curd soap	½ ounce.
Spermaceti	2 drachms.
Almond oil	½ ounce.
Rectified spirit	½ ounce.
Tincture of benzoïn	2 drachms.
Otto of rose5 minims.
Oil of rose geranium.....	.5 minims.
Rose-water	8 ounces.

Melt the spermaceti and oil together, add the curd soap, and continue the heat until uniform; then transfer to a warm mortar and add gradually about an ounce of the rose-water, boiling. Beat up the almonds well in another mortar and add the spermaceti mixture to this paste. Mix thoroughly and stir in the remainder of the hot rose-water to form an emulsion. To this add the oils dissolved in spirit and tincture, strain through fine calico, and make up to 10 ounces with rose-water passed through the material on the strainer.

An alternative process is to pound the soap and almonds in a warm mortar, add the spermaceti and almond oil heated together, rub thoroughly, emulsify with the hot rose-water, and finish as above.

Driving Ants from the Soda Fountain.

E. J. R. is one of many to ask us for an ant exterminator. He writes us his troubles in rather a humorous vein:

Have you any formulas for killing or driving away *ants*, furnished by any one whose store has been invaded, and who has recovered from them? Our fountain has been attacked by an army of the insects which have never met defeat. They made paths through the borax, and walked around the sulphur. A few were killed by inhaling capsicum. They retreat in good order from oil of sassafras; however, the odor is not agreeable at a soda fountain. We tried to save our sugar by setting the bowl in a pan of water, but the ants still ate all the sugar they wanted. A local scientist says they walked across on the dust. The ants met their Waterloo at Mount Sugar-Bowl when we added carbolic acid to the water in the pan, but we can't float the whole place in acid. We find them walking over articles placed in our refrigerator, and are afraid they'll be eating the ice next. Rush some "preventive" through, please, and win eternal praise!

Try to locate their nests by following them back to their place of entrance, whether they came from the wall or the floor. Then inject kerosene or carbon bisulphide into the nest. Another procedure is this: invest in the purest, strongest Cayenne pepper which you can procure, and sprinkle it thoroughly on the fountain wherever ants are visible. Before using the Cayenne, however, scald the fountain with boiling water and wipe it dry. This scalding and treating with the pepper may have to be repeated several times before the ants will be driven away.

Lord Avebury, an authority on insects, doubts whether there is any infallible cure for ants beyond trapping them

or destroying their nests. For the former a moist sponge, dipped in sugar or molasses, makes an alluring trap. Twice a day, when full of ants, this is to be dropped in a bucket of boiling water.

See the article on "Flies at the Soda Counter" in the department of "Dollar Ideas" in this issue.

Pancreatized Emulsion of Mixed Fats.

E. B. B.—In a recent issue of the *Druggists Circular* a number of formulas appeared which may help you out of your difficulty. They are as follows:

PANCREATIN CRUDE EMULSION.

Pancreas (pig)	25 pounds.
Lard	20 pounds.
Water	30 pounds.

The pancreas, which must be free from all fat and extraneous matter, is to be bruised in a marble mortar, the lard added, and all beaten well together, the water being added in small portions, as it is absorbed. Finally the emulsion is to be squeezed through muslin.

PANCREATIN FAT.

Treat the crude emulsion with ether in the proportion of 3 parts of ether to 1 of emulsion, mix well, and allow the mixture to stand until two strata are formed—A, an ethereal solution of pancreatized fat at the top; and B, a watery stratum at the bottom. Decant the ethereal solution and filter. Recover the ether by distillation. That which remains in the still is pancreatic fat. [Unless the operator is well prepared to distil ethers, there is much danger in this kind of work.]

PANCREATIC EMULSION.

Pancreatic fat	2 parts.
Rectified spirit	1 part.
Distilled water	2 parts.
Oil of cloves	enough.

Put the fat into a mortar, and add little by little the spirit and water previously mixed, and lastly the oil of cloves, to flavor.

Dose, 1 to 4 drachms, mixed in milk or water, from one to four times a day.

In a note in the *Apothecary*, Dr. I. V. S. Stanislaus states that "an article simulating a commercial emulsion of mixed fats" may be made according to this formula:

Boric acid	½ ounce.
Sugar	½ ounce.
Tragacanth	½ ounce.
Casein	1 ounce.
Beef fat	4 ounces.
Olive oil	4 ounces.
Peanut oil	4 ounces.
Lime-water	enough.
Flavoring	enough.
Syrup	enough.
To make	2 pints.

Mix the first four articles, in powdered form, and add the next three. To this mixture add in several portions enough lime-water to make 30 ounces, and enough flavoring and syrup to bring the whole up to 2 pints.

Selling Liquor to Minors on Prescriptions.

E. M. Bresler, Lebanon, Oregon, inquires of the BULLETIN: "Is a druggist guilty of selling liquor to minors, if he fills a prescription written by a regular physician for a minor? Has such a case ever been tried by the Supreme Court or any other court? What was the decision of the court?"

Mr. Charles M. Woodruff, a Detroit attorney, says in answer to Mr. Bresler's questions:

"This depends altogether upon statute law. In States I know of druggists are prohibited from selling liquor to minors except for medicinal and mechanical purposes, and then only upon the written order of the parent or guardian. A physician's prescription would be no valid defense unless the statute expressly provided, especially if the parent or guardian made the complaint. Practically, I think it would be difficult to convict a druggist if the prescription were given and dispensed in good faith, and the minor had the appearance of being of age; but such a conviction would be upheld on appeal. There may be some decisions upon the

point, but I have not found any, although I have not taken the time to laboriously search the annual digests back to the general compilation in 1896. However, the question Mr. Bresler asks can doubtless be answered by turning to the statutes in Oregon. Questions that have already arisen in the courts relate more especially to the matter of intent, knowledge of the fact that the vendee was a minor, as to where lies the burden of proof, etc."

Shampoos.

C. N. R.—We cannot furnish you with the particular proprietary shampoo which you mention.

For a liquid preparation, the following formula appeared on page 352 of the BULLETIN, 1906; it gives a very satisfactory product:

Green soap	24 ounces.
Carbolate of potash	4 ounces.
Alcohol	2 pints.
Oil of bergamot	4 fluidrachms.
Oil of neroli	1 fluidrachm.
Water, enough to make	1 gallon.

Dissolve the soap in the alcohol, the carbolate of potash in 2 pints of water, and mix the two solutions. Pour in sufficient water to make one gallon, add the oils, let the mixture stand one week, shaking occasionally, and then filter.

A 6-ounce bottle costing ten cents may be sold for a quarter. For barbers' use, leave out the neroli and reduce the alcohol to one pint. Then it will cost about sixty cents a gallon.

SHAMPOO POWDER.

The following formula was printed in the September issue of *Modern Pharmacy*, 1906:

Salt of tartar	1 ounce.
Powdered borax	1 ounce.
Powdered Castile soap	¼ ounce.
Oil of rose geranium	10 drops.

Put the powder in wide-mouth bottles, cap, and label them with directions: Dissolve the contents of the bottle in 1 quart of soft water, and use as a shampoo.

Sell for 25 cents.

On page 216 of the May BULLETIN, 1906, you will find two other recipes for a shampoo powder.

Crushed Fruits for the Fountain.

L. W. L.—Here are some crushed fruit formulas borrowed from the "Spatula Soda Water Guide":

CRUSHED STRAWBERRIES.

First select and then wash the berries thoroughly to remove sand. Then place them in a suitable porcelain-lined dish or in a stone crock and crush them with sugar enough to make a syrup of the juice. To this add a small quantity of simple syrup, just sufficient to give the fruit a dispensing consistency.

GRATED PINEAPPLE.

Select sound fruit and peel it, removing all the little eyes. Procure a small meat cutter and grind the fruit to a pulp. Cover this with sugar and mix thoroughly. Then let the fruit stand a few hours until the sugar is dissolved. Add enough simple syrup to secure the proper consistency for use.

An assortment of formulas for nut sundaes was published in this department of the July BULLETIN.

CRUSHED CHERRIES.

This fruit is hard to prepare, and unless you can secure a sweet, dark cherry, is inferior to a preserved fruit. Clean

the cherries and remove the pits. Cover the fruit with sugar and let it stand two hours; then stir until the sugar is dissolved. Add simple syrup just as you do in making other crushed fruits.

Homeopathic "Mother Tinctures."

T. R. T. wants to know the drug strength of homeopathic mother tinctures. According to Scoville's "Art of Compounding," mother tinctures are made of a uniform strength—ten per cent—based on the dry drug, and great pains are taken to have the alcoholic strength the same in all cases, for the same drug. Since these tinctures are made from fresh drugs, the amount of moisture must be estimated in each lot, and allowance made for it. Thus, if tincture of aconite is to be made, using fifty per cent of alcohol as a menstruum, the amount of moisture is first estimated, and enough strong alcohol added to make fifty per cent alcohol with the natural juice of the root. Suppose it contains seventy per cent of moisture: there is first poured upon 4 troy ounces of the drug, packed in the percolator, 4.36 fluidounces (imperial measure) of ninety-per-cent alcohol, this being the amount necessary for the conversion of the water in the drug into fifty-per-cent alcohol. This is followed with menstruum of the required strength.

Compound Elixir of Pepsin.

J. H. P.—To make an elixir of lactated pepsin follow the formula given in the National Formulary for compound digestive elixir:

	Metric.	Apothecary.
Pepsin (U.S.P.)	10 Gm.	150 grains.
Pancreatin (U.S.P.)	1 Gm.	15 grains.
Diastase	1 Gm.	15 grains.
Lactic acid (U.S.P.)	0.5 Gm.	8 grains.
Hydrochloric acid (U.S.P.) ..	1 Ce.	15 minims.
Glycerin	250 Ce.	8 fluidounces.
Water	125 Ce.	4 fluidounces.
Tincture of cudbear (N.F.) ..	15 Ce.	½ fluidounce.
Purified talc (U.S.P.)	15 Gm.	½ troy ounce.
Aromatic elixir (U.S.P.), a sufficient quantity to make....	1000 Ce.	32 fluidounces.

Mix the acids with the glycerin and water, add the pepsin, pancreatin, and diastase to this mixture, and macerate with occasional shaking until solution is apparently effected. Then add the tincture of cudbear and enough aromatic elixir to make 1000 Ce. (or 32 fluidounces). Incorporate the purified talc thoroughly with the mixture, and filter.

Average dose: 8 Ce. (2 fluidrachms).

NOTE.—The best commercial variety of diastase, capable of converting the largest amount of starch into dextrin and glucose, should be used for this preparation.

Toilet Creams.

H. R. C.—A formula for a non-greasy cream appears on page 528 of the December BULLETIN, 1906. The article in which it appeared is comprehensive, suggesting various ways of modifying either the base or the perfume.

We reprint an elegant formula from the May BULLETIN, 1906:

Powdered tragacanth....	9 drachms and 20 grains.
Glycerin	8 fluidounces.
Alcohol	5 fluidounces.
Tincture of benzoin.....	1 fluidounce.
Oil of neroli.....	30 minims.
Oil of bergamot.....	80 minims.
Oil of geranium.....	80 minims.
Distilled water.....	48 fluidounces.
Oil of sweet almonds.....	2 fluidounces.

Rub the tragacanth with the alcohol, add the benzoin, then the glycerin and the oils, and lastly the water.

This cream must be made with care.

Gold Lacquer for Brassware.

L. L. B.—A gold lacquer to improve the natural color of brassware is prepared from 16 parts gum lac, 4 parts dragon's-blood, and 1 part curcuma powder dissolved in 320 parts spirits of wine in the warmth, and filtered well. First clean the articles thoroughly by burning, grinding, or turning either dull or burnished; and then coat with a thin layer of the above mixture, applied with a soft hair brush or a pad of wadding. If the objects are colored the lacquer must be laid on by stippling. Should the color be too dark, it may be lightened by reduction with a little spirit until the correct shade is produced. The most suitable temperature for the metal during the work is about the warmth of the hand; if too hot or too cold the lacquer may smear, and will then have to be taken off again with spirit or hot potash lye, the goods being dried in sawdust or recleaned as at first, before applying the lacquer again. Round articles may be fixed in the lathe and the lacquer laid on with a pad of wadding.

Perfumed Talcum Powder.

H. A. K.—A good formula for a perfumed talcum powder appeared in the BULLETIN during 1906. We publish it here-with:

Boric acid, in fine powder.....	1 ounce av.
Salicylic acid.....	100 grains.
Talcum, in fine powder.....	7½ pounds.
Powdered orris	½ ounce.
Extract violet	½ ounce.

Mix and sift.

Put up in three-ounce tall paper boxes, label nicely, and sell for 15 cents. The perfume must be governed by the selling price. Orris root or a tincture of orris, made by macerating two ounces of powdered orris in one pint of alcohol for seven days, may be used to help out a violet extract.

For a rose talcum, use a rose in place of the violet. Schimmel & Co. (Fritzsche Bros.) are making an artificial oil of rose at about half the cost of the finished product, which will answer the purpose.

Massage Cream.

P. P. R. writes: "Will you kindly publish one or more formulas for massage cream, preferably one without milk and easily made."

Spermaceti	½ ounce.
White wax	½ ounce.
Oil of sweet almond.....	2 fluidounces.
Lanolin	1 ounce.
Cocanut oil	1 ounce.
Orange-flower water.....	1 fluidounce.
Tincture of benzoin.....	3 drops.

Having melted the first five ingredients in a porcelain pan remove them from the fire, add the tincture of benzoin and orange-flower water, and beat until cold and uniformly smooth and creamy. A few drops of oil of neroli improves the odor and will be found an advantage.

Japan Wax.

H. R. C.—Jap wax is presumably Japan wax, a product employed largely for adulterating beeswax. The United States Dispensatory says: "To detect Japan wax, Dullo boils together for a minute 10 grammes of wax, 120 grammes of water, and 1 gramme of sodium hydroxide; if Japan wax be present a soap will form immediately, which solidifies on cooling. Beeswax does not solidify under these circumstances."

Books on Three Subjects.

H. A.—A book giving synonyms of botanical drugs has been compiled by O. V. R. Smith, Ph.M. It is entitled "Two Thousand Synonyms with English Equivalents." It is published by the George A. Miller Printing Co., Des Moines, Iowa, and costs \$1.00 in cloth and \$1.25 in leather. "Plant Names, Scientific and Popular," by Dr. A. B. Lyons, gives the botanical drugs together with the popular synonyms and vernacular in German, French, and Spanish. This is published by Nelson, Baker & Co., Detroit, Mich.

For a book on veterinary preparations we refer you to Morton's Veterinary Pharmacy, published by Longmans, Green & Co., New York City.

Rubber Cement.

F. C. S. wants a recipe for rubber cement.

Such a product varies in composition according to the specific purpose for which it is intended. The following formula, however, will unite rubber to almost any substance:

India rubber, finely chopped.....	100 parts.
Rosin	15 parts.
Shellac	10 parts.
Carbon disulphide, q. s. to dissolve.	

Druggists' Labels.

G. M. P. requests us to publish the name of a firm which prints druggists' labels; secondly, one which makes a specialty of color work and fancy perfume labels.

For the former write the Central Label Company, Chicago, Illinois. For the latter, address the Calvert Litho-

graphing Company, Detroit, Mich. Doubtless other firms can supply you with such labels as you desire. The firm in Philadelphia to which you refer is probably Gillam's Sons Co., Drug Printers.

Compound Syrup of Rhubarb and Potassium.

P. A.—There are three formulas in King's Dispensatory for neutralizing cordial. One of them reads as follows:

Take rhubarb, coarsely ground, peppermint herb, and potassium bicarbonate, of each 3 ounces; boiling water, 4 pints; diluted alcohol, $\frac{1}{2}$ pint; essence of peppermint, $\frac{1}{2}$ ounce; white sugar, 2 pounds. Pour the boiling water upon the rhubarb, peppermint herb, and potassium bicarbonate, and allow them to macerate for two hours in a warm place. Strain, and while the mixture is still warm add the sugar. After the sugar has dissolved and the liquid is cold, add the diluted alcohol and the essence of peppermint. The dose is from 1 to 4 fluidrachms.

A Flea Exterminator.

G. D. Co.—Fleas succumb to a reliable cresol preparation. Liquor cresolis compositus U. S. P. ought to be an effective agent for the destruction of these insects.

A White Capping Mixture for Bottles.

A. S. B.—We published a formula for a bottle-capping mixture in the department of "Dollar Ideas" in the May BULLETIN.

Short Answers.

W. A. L.—You will find formulas for after-shave lotions in this department of the present issue of the BULLETIN.

W. E. F.—The formulas for shampoos appearing in this department of the present issue will answer your query also.



A SUCCESSFUL IDAHO PHARMACY.—The Ballou-Latimer Co., of Boise, Idaho, have one of the neatest and most prosperous stores in the State. A stock is carried to the value of over \$25,000, and the annual business is gratifyingly large. Special attention is paid to prescription work, and a well-equipped room is devoted to it. The officers of the company are C. O. Ballou, president and manager; J. B. Latimer, vice-president; W. H. Puckett, secretary and treasurer. In addition to the proprietors the services are utilized of no fewer than seven clerks.

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THE MONTH'S HISTORY.

THE TWO BIG MEETINGS.

The great events in the drug world during September were the annual meetings of the A. Ph. A. in New York and the N. A. R. D. in Chicago. Both of these are dwelled upon at considerable length elsewhere in the present issue of the BULLETIN, and there consequently remains little of importance and interest to discuss in this department. While speaking of these great conventions, however, we may grasp the occasion to apologize for the tardy arrival of this issue of the BULLETIN. The delay has been caused by our desire to present an adequate and illustrated review of both meetings, and under the circumstances we hope for the pardon of our readers. In reviewing the conventions we have sought to give an interpretative and editorial summary which should be readable on

the one hand, and which on the other should convey an adequate impression of what was actually accomplished of value and interest. The average "report" of a pharmaceutical convention is rather dry reading—and not only is it dry, but it usually fails to convey the spirit and "atmosphere" of the gathering.

* * *

COMMISSIONS ON PRESCRIPTIONS.

The druggists and physicians of New Castle, Pa., find themselves in rather a peculiar and strained situation. We are told that, on the one hand, there is a store owned by a combination of doctors who endeavor to send all their prescriptions thitherward, and that, on the other hand, a second group of physicians demand and receive commissions from certain druggists on their prescriptions. Thus it happens that a druggist in New Castle, if he desires to do much prescription business, apparently finds it necessary to be "held up" for a commission by some of the doctors, for it would seem that a good deal of the prescription business not so distributed goes to the store owned by the group of medical men. Truly the New Castle druggist is between his satanic majesty and the abysmal depths of the wide ocean! Our correspondent tells us that several of the druggists, rather than lose their prescription business entirely, have reluctantly granted commissions to the physicians. They have thus played the rôle of some of the American railways which have fallen into the rebate evil, and which are glad of the Federal law affording them relief.

* * *

THE EVILS OF THE PRACTICE.

The BULLETIN's correspondent in New Castle who furnishes the information forming the basis of the preceding paragraph also sends us a recent copy of the "New Castle News" containing a column-and-a-half editorial on the subject. The editor points out the evils of granting commissions to physicians and inveighs against the practice in strong words. Among other things, he declares that it is "the consumer who gets the short end of

it," for the combination between the doctor and the druggist means higher prices to the patient. The editor asserts that the practice has developed to such an extent in New Castle that a number of druggists make up for the physicians special compounds which are given secret names. Prescriptions calling for such products can of course not be dispensed by any one except the druggist who makes them, and the patient is therefore compelled to fall into the hands of the combining physician and pharmacist. No adequate defence can be given the practice of offering or receiving commissions, although the evil unfortunately flourishes in a few cities, notably in San Francisco. As for the conditions in New Castle, our correspondent informs us that the State Medical Society has been apprised of the situation and has instituted an investigation which will doubtless result in some measure of relief.

* * *

POWERS OF THE BOARDS.

American boards of pharmacy have often doubted just how much jurisdiction they possessed

in the establishment of rules and requirements on the one hand, and in the interpretation of laws on the other. An illuminating decision has recently been rendered by the Supreme Court in South Carolina—illuminating as showing that in one State, at least, the board of pharmacy has considerable latitude of discrimination. The board refused registration to a graduate from the pharmacy department of the Charleston Medical College, notwithstanding the provision of the State law which reads that "no examination shall be required in case the applicant is a regular graduate in pharmacy from any reputable college." The judge, in handing down his decision, upheld the action of the board and declared that it was the clear intention of the statute "to vest in the board the power to determine whether the college from which the applicant became a regular graduate in pharmacy was reputable." The court further remarked: "The issue agreed upon presents to the court the sole question whether the board has any discrimination to investigate the standing of the college and ascertain whether it is reputable, and this question must be answered in the affirmative." Prof. Oscar Oldberg has argued for years that the boards of pharmacy have considerable power of initiative in raising the standards of registration, and the South Carolina decision would seem to uphold his views.

WORTHY OF GENEROUS SUPPORT.

A committee of the Michigan State Pharmaceutical Association has undertaken to create a fund which will be unique in the annals of pharmaceutical education. It will be called the Prescott Memorial Fund and it will be used for the purpose of giving poor but deserving students an opportunity to educate themselves at the Department of Pharmacy of the University of Michigan—the school to which Dr. Prescott devoted most of his life and which is inseparably linked with his name. The purpose is not to found scholarships in the ordinary sense of the word, but to make loans with interest to young men who will benefit from the privilege and who will pay the debt after they have become self-supporting. The money will of course be handled by trustees or by an organization especially incorporated for the purpose, and it needs only a moment's thought to breed the conviction that the plan is highly meritorious from every point of view. It will do honor to Dr. Prescott's memory. It will advance the cause of pharmaceutical education. It will render assistance to young men who are in crying need of it. It will tend to increase the supply and enhance the quality of clerks and assistants in pharmacy. W. H. Burke, the prominent pharmacist of Detroit and Chicago, has thrown himself heart and soul into the establishment of the fund, and his identity with the plan assures its success. The chairman of the committee is Charles F. Mann, Woodward and Forest Avenues, Detroit, Mich., and he will be glad to receive any contributions or to give fuller details regarding the proposal.

* * *

EARLY CLOSING IN EARNEST!

Early closing has been talked about a good deal in the drug trade, and occasionally something really substantial has been done. Not long since, for instance, we read in one of the journals that the drug stores in certain sections of Philadelphia had successfully established shorter hours during the present summer season; and we have from time to time reported in the BULLETIN what has been done in other cities and towns throughout the country. It remains to be said, however, that the druggists of Norwalk, Ohio, have earned the palm. They have decided to close their stores at 6 o'clock in the evening every day except Saturday, thus giving themselves the benefit enjoyed by other retail merchants in the town. On Sundays the druggists will open their stores only between the hours of 9

and 10 o'clock in the morning—the hour during which the postoffice is open. The Norwalk druggists deserve the thanks of the country for establishing this reform. We hope they will succeed in their endeavor, and we trust that other towns will follow in the path which they have blazed so courageously. There is no sense in the druggist making himself such a slave to custom.

* * *

SUNDAY CLOSING TROUBLES.

Out in the State of Washington the druggists are having some trouble with the Sunday closing law. The State authorities have been shutting up the general stores, but the latter complain that druggists take advantage of the exemption given them in the sale of drugs, and that they do a thriving business on Sundays with candy, tobacco, and similar lines. The Attorney-General of the State has been appealed to for a decision, and he has expressed the opinion that druggists have no more right to sell such goods on Sunday than other classes of retail merchants. It is quite likely that a number of cases will be brought in the courts ere long. In this connection we are reminded again that druggists seem indisposed to avail themselves of a chance to adopt Sunday closing even when it is placed within their grasp. On the one hand they will often complain that custom compels them to keep open all day, all night, and all day Sunday; on the other, when the law steps in and makes it possible for them to ease the conditions, they protest against it! Consistency is certainly a rare virtue.

* * *

THE PRICE OF DENATURED ALCOHOL.

It would look as if the Internal Revenue Bureau in Washington were inclined to complain that druggists have established too high selling prices on denatured alcohol. The government wants the substance to enjoy a large sale, and one of the reasons why the demand has been smaller than was originally expected is to be found in the fact that the selling price is considerably above that of benzine. David A. Gates, a special agent of the Revenue Bureau, recently criticized druggists in the following severe language:

The denatured product is now going to the retail dealer at 29 cents a gallon. The retail druggist has been made the distributor, and he, not being satisfied with less than 100 per cent profit, has been selling what went to consumers in a small way for from 50 cents to \$1 a gallon. *If denatured alcohol is to be popularized, it must find another channel*

than the retail druggist to the consumer. The retail grocer or hardware man is satisfied with 10 to 20 per cent profit, and would have given denatured alcohol to the trade at 35 cents a gallon. The druggists, *coached by the representatives of the wood alcohol trust*, have made an immense amount of noise about governmental restrictions. They have insisted that these restrictions have increased the price of the commodity. This is ridiculous.

Of course no druggist can afford to sell at 35 cents an article which costs him 29—that is out of the question. Possibly, however, a selling price of 45 or 50 cents a gallon might be generally adopted. At 50 cents the distributor is making a little more than 40 per cent on the selling price, and this is above the average gross profit realized by the druggist. In large quantities it could be sold at a figure considerably less than this.

* * *

SPANISH EDITION OF THE U. S. P.

A Spanish edition of the United States Pharmacopœia will soon be placed upon the market. The work of translation has been completed by Prof. José Guillermo Diaz, of the School of Pharmacy of the University of Havana, and it only remains to do the work of printing and binding. Professor Diaz was present at the last month's meeting of the A. Ph. A. in New York City. After being introduced to the membership by Professor Remington, he read a short and very interesting paper describing the work of translation and speaking in the highest terms of the character of the U. S. P. He had found it by far the most satisfactory pharmacopœia in the world, and he used it habitually with his students in the University. Now that Cuba, as well as the Spanish-speaking countries of Central and South America, are bound by so many ties to the United States, it is eminently proper, apart from other considerations, that our Pharmacopœia should be the one adopted and used by them.

* * *

RADICAL ATTACK ON PATENTS.

A radical attack on patent medicines has recently been made by the Commissioner of Health of the State of New York. The occupant of the office is Dr. Eugene H. Porter, and the commissionership is a new position created by the last legislature. It pays a salary of \$3500. Dr. Porter let himself loose on the patent medicine question, and, in the opinion of the *Pharmaceutical Era*, has evidenced a lamentable lack of judgment. He declared that "for the purpose of criminal identification you can divide patent medicine men into two classes. The

first class murder first and swindle afterwards, and the second class swindle first and murder afterwards." Apparently the only patent medicine which Dr. Porter thought harmless was one which "consisted of 99 parts advertising and one part ordinary spring water," although this was "exploited to cure not only tuberculosis, but also cancer, falling of the hair, insanity, epilepsy, drunkenness, disorderly conduct, and pimples." Pretty strong language! Five of "the most widely advertised patent medicines" were declared by Dr. Porter to contain chloroform, prussic acid, cannabis indica, morphine, and hydrocyanic acid. The Doctor neglected to say, however, that according to the food and drug laws these substances now have to be named on the label, so that the public is no longer deceived.

* * *

A NEW CANADIAN LAW.

A new pharmacy law has recently been enacted in British Columbia. It contains two or three unique features. The ownership of the prescription is definitely settled in a clause which declares that "Any person who presents a prescription to any qualified druggist to be filled shall be entitled to have a copy of the same furnished to him by such druggist, but the original prescription shall be retained by the druggist." Canada, like Great Britain, is always seeking to prevent the encroachments of "company pharmacy"—pharmacies conducted by companies owning several stores. Thus it is that the new law in British Columbia contains a section which was first enacted in Ontario last year: it provides that the majority of the directors in a company carrying on a drug business must be registered pharmacists; that one of these directors must be the manager in charge of the company; and that the managers of the branch stores must be registered men in every case.

* * *

IS ACETPHENETIDIN A DERIVATIVE?

The St. Louis Chemical Society took a fall out of the government officials in Washington last month for considering acetphenetidin (or phenacetine) a derivative of acetanilide, and consequently for including the substance among those which must be mentioned on the label in accordance with the labeling clause of the food and drugs act. Several speakers insisted that, while it is theoretically possible to pass from one carbon compound to any

other, acetphenetidin is never, as a matter of fact, manufactured from acetanilide, and is therefore, properly speaking, not derived from that drug. It was the very general opinion that the ruling of the government commissioners was contrary to the spirit of the law and that it could not stand if it were ever passed upon in court.

* * *

A GREATER CANADA ASSOCIATION.

Canada is to have an association representing the entire Dominion analogous in scope to the American Pharmaceutical Association. It will be called the Canadian Pharmaceutical Association, and delegates from the different provinces of the Dominion recently gathered in Toronto for the purpose of forming the organization. The object of the society is to look after legislation affecting the entire Dominion, arrange an interchange of diplomas granted by the various colleges of pharmacy in the respective provinces, and ultimately to establish something in the way of a Canadian formulary setting the standards for pharmaceuticals. The delegates were all representative men and the movement started out under auspicious circumstances.

* * *

Prof. William M. Searby, of San Francisco, elected president last month of the American Pharmaceutical Association at the New York meeting, was tendered a farewell luncheon at the Drug and Chemical Club before leaving for the West. Those present included William C. Alpers, E. W. Runyon, E. H. Gane, Thomas J. Keenan, and W. J. Evans.

* * *

The clergymen of Providence, R. I., have recently formed a "Sabbath Desecration Committee" for the purpose of preventing or limiting the sale of supplies of all kinds on the Sabbath day. Druggists are involved as well as other merchants, and it is quite needless to say that the clerks of Providence are secretly hoping that the movement will succeed.

* * *

The State of Georgia has recently enacted a modification of the A. Ph. A. model anti-narcotic law. If the authorities enforce it vigorously, as newspaper reports indicate they expect to do, it will bring unhappiness to thousands of narcotic habitués in Atlanta and other large cities throughout the State.

EDITORIAL.

ARE THE COLLEGES IN HARMONY WITH PRESENT CONDITIONS?

It is patent to everybody in anywise connected with the drug business—so patent that we are almost ashamed to utter a truism so universally recognized—that pharmacy is a dual occupation comprising at least as much of business as of profession. Perhaps, indeed, it is, as conducted in the average store, more of a business than a profession. From any point of view it is clear that the vocation cannot be successfully practiced without commercial training and ability. A pharmacist who has a scientific education and capacity alone is only half equipped for the battle.

With these incontrovertible and familiar truths in mind, is it not strange that our colleges of pharmacy devote themselves almost exclusively to the preparation of scientific and professional men? Perhaps ten or a dozen of them, it is true, give what are called "courses in commercial pharmacy," but we hope we shall not be misunderstood when we express the opinion that in most instances these courses are more or less perfunctory in character and are certainly incomplete in scope and extent. If the training in a college of pharmacy is to be commensurate with the requirements in the practice of pharmacy as now conducted, should not as much time be devoted to commercial as to scientific subjects? Is this reasoning unsound? Is this expectation unfair and unjust to pharmaceutical education?

As a rule, changes in education always lag behind changes in society itself. Education attempts to adapt itself to the transforming needs and requirements of the age, but it rarely if ever does so early enough to be of the utmost advantage to its beneficiaries. That the American college of pharmacy will in time realize its shortcomings in this particular we do not doubt. That it will realize them as early as possible is sincerely to be hoped.

For the last two or three years the BULLETIN has been giving a good deal of space and careful thought to one phase of the pharmacist's work as a business man. We refer more particularly to the employment of systems of business accounting and the like. As a result of all this we have found that the average American druggist is unschooled and untrained in such things as the taking of inven-

tories, the keeping of business records, and the calculation of profits and expenses. The truth has been forced home to us that neither in the college nor in the store has the pharmacist as yet had an opportunity to receive adequate training in these fundamental requisites of business practice. Often he has not known whether he was making money or not. Frequently he has fancied his business to be profitable when in fact it was barely paying expenses. In competition with some of his successful rivals, like the department store and the "aggressive cutter," he has in many instances failed to protect himself by the adoption of the scientific business methods of his enemies.

A thorough professional education is all very well and very necessary. Its value is as apparent to us as it is to every sincere friend of pharmacy. But is not a thorough commercial education equally vital in its importance?

APROPOS OF COUNTER-PRESCRIBING.

In our review of last month's meeting of the American Pharmaceutical Association, printed on other pages, we have shown that the significant discussions of the week were those in which pharmacists and physicians sought to arrive at a better comprehension of each other and endeavored to establish coöperative efforts in matters of legislation and the like. That much good was accomplished cannot be doubted, and it is gratifying that the A. M. A. and the A. Ph. A. have decided to work together in the obtainment of suitable legislation affecting both professions.

The greatest value of such joint discussions and conferences, however, must be found in the establishment of a greater degree of mutual confidence and understanding. It is useless to expect the physician to stop dispensing entirely; it is equally useless to expect the pharmacist absolutely to cease counter-prescribing; and what is needed is that each shall understand the practical limitations imposed upon the other and have confidence in his desire to give a square deal.

An illustration of this truth was exhibited in a discussion on counter-prescribing which developed in the Section on Practical Pharmacy and Dispensing. Franklin M. Apple of Philadelphia, a pharmacist well known for his successful efforts in enlisting the patronage and support of physicians, read a paper in which he sought to show

how far the druggist could properly go in the practice of counter-prescribing. He thought "a request for medical advice for a minor ailment could be satisfied with a simple remedy," but that the druggist "should only dispense such things as paregoric, castor oil, essence of Jamaica ginger, sweet spirit of nitre, and similar household preparations." He believed, however, that these remedies should be dispensed "with no other directions than the customary ones printed on the label."

Jacob Diner, of New York, at once joined issue with Mr. Apple on this question. He thought the pharmacist should absolutely refuse to do counter-prescribing of any sort or nature. A headache might represent the first stage of an onslaught of typhoid fever. A sore throat might lead to diphtheria. The pharmacist should never attempt to make a diagnosis and prescribe for an ailment. If the patient, diagnosing his own case, asked for a headache remedy or a cough cure, it would perhaps be proper to suggest this or that product, but this was as far as the druggist should go. This is where the line should be drawn.

Henry P. Hynson expressed himself as being in complete agreement with Mr. Diner's views, and he declared that "we should make no compromise with evil."

That the question is not to be so easily settled, however, was shown by other speakers. Prof. C. S. N. Hallberg read an editorial from a recent issue of *American Medicine* in which reference was made to "the third profession" in Great Britain—i.e., "the apothecaries," who represent a combination of physician and pharmacist and who prescribe as well as dispense. In this editorial it was intimated that if the lines were drawn too severely in America a similar profession would arise in this country to meet the needs of the poorer classes.

Much the same point of view was expressed by Professor Searby, president-elect of the A. Ph. A. In thinking of this complex question, he had often been reminded, he said, of the line from Shakespeare: "My poverty, not my will, consents." There are many poor people who will not go to the doctor and who cannot afford to do so. We cannot sit here, declared Professor Searby, and dictate rules for such people to observe. It isn't for us to settle questions for them. "When a man doesn't know where to-morrow's meals are coming from he must economize in the treatment of his ills and in the purchase of his medicines."

And so the discussion ended—without definite

conclusions because the question cannot be definitely settled. Like the equally elastic subject of prescription refilling, room must be left the pharmacist for the exercise of judgment and discretion. Hard and fast rules cannot be established. The important thing for the pharmacist to do is to win the confidence of the physician by showing him that he is disposed to act squarely in such matters, and that it is his honest desire to reduce both counter-prescribing and prescription refilling to the lowest minimum consistent with the joint interests of physician, pharmacist, and patient.

To the development of this degree of mutual confidence the associations of pharmacists and physicians throughout the country may well address themselves.

REGARDING BUSINESS RECORDS.

During the last few years many druggists have awakened to the necessity and importance of keeping adequate business records. The BULLETIN flatters itself that it has had a good deal to do with this reformation. But we have found from our correspondence that some pharmacists deceive themselves as to their annual earnings by the incompleteness of their records. Figures are supposed never to lie, but there are at least four ways in which they may become very deceptive:

1. Often a druggist will keep a careful account of his purchases, his sales, his expenses, and his inventory showing, but will fail to record the use of his surplus cash beyond his own salary. Sometimes he takes no account of his bank deposits. Without such a check on his figures, he is scarcely in position to get out an accurate statement at the end of the year.

2. Another necessary check on the figures is that furnished by the inventory. Unless the stock is taken annually, one's figures may be inaccurate to the extent of hundreds of dollars. The stock may have increased very considerably, or it may have decreased to an even greater extent. The druggist may consequently have made more or less than he would otherwise understand. Recently, for example, the BULLETIN found one druggist whose inventory indicated that his stock had decreased during the year to the extent of \$1200!

3. With respect to the fixtures, something should be "written off" annually when the inventory is taken. A soda fountain, for instance, undergoes a rapid decrease in value from year to year. With shelving and show cases the depreciation is less

marked. With stock it is a smaller consideration yet—that is, if the druggist keeps his stock moving as he ought to do. To keep on valuing all these things every year at their original cost is simply to deceive oneself as to the extent of his profits—and self-deception is of the most short-sighted and foolish kind. Wise druggists annually “write off” 10 per cent on their soda fountain and at least 5 per cent on their fixtures.

4. A similar depreciation really takes place in the value of the book accounts. Some of them cannot be collected, and to have them represented in the assets at their face value is to practice a method which no good business man would tolerate for an instant.

PROFITS AND EARNINGS.

A PRETTY GOOD STATEMENT FROM PENNSYLVANIA.

A druggist who has been two years in business in a Pennsylvania town, and who has worked hard and made a success of his store from the first, sends us the following letter:

To the Editor:

In October, 1905, I purchased a store that was very much run down. There was no prescription trade, no soda fountain, and in fact not much of anything. Six or seven months later, in April, 1906, I moved to a better location and fitted up a handsome pharmacy. Our business operations from that time on for the next year, until April, 1907, are represented in the annual statement which I am sending you for criticism. I consider this period to be practically my first year's business. Here is the statement:

Sales	\$13,590 00
Purchases	8,519 00
Gross profits	\$ 5,071 00
Expenses:	
Rent	\$600 00
Light	72 00
Proprietor's salary	780 00
Clerk hire	988 00
Miscellaneous (insurance, 'phone, freight, express, etc.)	265 00
Total expenses	\$ 2,705 00
Net profits	\$ 2,366 00

During the year I greatly added to the stock, probably to the extent of \$500. I now carry a full line of leather goods, candy, stationery, and the like. The prescription department has been brought up to an A-1 standard, and we are dispensing over 1000 prescriptions a month. In the above state-

ment I have made no allowance for depreciation in the fixtures, since the latter were entirely new.

PENNSYLVANIA.

“Pennsylvania's” statement is rather incomplete and somewhat faulty. No separate reference is made to book accounts, which indicates that they have been included in the total sales. This is all well enough so far as it goes, but it is quite likely that if Pennsylvania has done very much crediting he has some accounts on his books that are of doubtful value. An estimate covering the depreciation in such accounts should have been made and should either have been added to the expenses or deducted from the total net profits. As for failing to “write off” anything for depreciation in fixtures, possibly this course was justifiable under the circumstances.

“Pennsylvania” has added freight and express to his expense account, whereas these items should have been charged against merchandise and should consequently be represented in the cost of goods sold. This wouldn't have changed the total net profits, but it would have slightly reduced the percentage of expense and slightly increased the cost of the goods, thus making it possible to estimate these factors more scientifically.

“Pennsylvania” assumes that his stock has increased to the extent of \$500, but he should have taken an inventory and gotten at the facts accurately. Without this check, his figures are scarcely to be relied upon. Taking them at their face value, however, and assuming that \$500 of the purchases of the year went into the permanent stock, the goods actually sold therefore involved an expenditure of \$8019. Deducting this amount from the sales of \$13,590, we have gross profits of \$5571—about 40 per cent of the sales. The expenses, meanwhile, were \$2705, or a little less than 20 per cent of the sales.

This is a very low figure, and is probably explained by the fact that “Pennsylvania” economized and worked hard during the first year of business to get solidly on his feet. Among other things, he paid himself a salary of only \$780, whereas \$1200 is more nearly the average for a business of this size.

In this department last month we suggested a form which might be adopted by our readers in sending in statements of this kind. If “Pennsylvania” had used this form in making his statement, several columns would be left blank—a fact which indicates the incomplete nature of the report.

THE MEETING OF THE N. A. R. D.

Registration of Nearly 2400—Co-operative Manufacturing and Buying Defeated—Affiliation with Three Existing Companies Refused—Proposal to Make "N. A. R. D. Notes" a Regular Journal Voted Down after the Hottest Fight of Several Years—N. F. and U. S. P. Propaganda to be Conducted with Vigor—D. C. S. N. Plan to be Urged—A Considerable Programme for Future Work Outlined—Thomas H. Potts Elected President.

The Chicago convention of the N. A. R. D. has come and gone. A crisis in the history of the organization has been passed. The reaction following the temporary depression after the Indianapolis decree has plainly set in, and normal and healthy conditions have apparently been restored in the spirit and tone of the organization. That there was no lack of interest in the future of the N. A. R. D. was exhibited by the attendance at the convention: the registration was some-



Charles F. Mann, of Detroit, who occupied the chair as president during the Chicago convention and who was elected to a position on the Executive Committee for the incoming year.

thing above 2300, although it must be confessed that Chicago itself contributed largely to these figures. The number of accredited delegates on the floor was 353, which was somewhat in excess of the number present at the Atlanta convention last year.

THE VARIOUS CO-OPERATIVE PROJECTS.

Following the Indianapolis decree, and preceding the Chicago convention, birth was given to a number of coöperative and other schemes. All sorts of panaceas were suggested for the financial profit and future integrity of the organization. The woods were full of enthusiasts of various kinds. Manufacturing operations; coöperative buying; mutual fire insurance; the establishment of a regular trade journal—these and other plans were proposed and were pretty generally discussed by the local associations throughout the country. The

significant feature of the Chicago convention is that every one of these schemes was definitely and finally defeated. With the exception of the drug journal proposition, indeed, all of them had spent their force previous to the Chicago meeting, and they yielded without a struggle.

The more the question was studied, the more it was realized that the N. A. R. D. had no business to enter the field of commercial enterprise. Its function was that of a representative association formed and maintained for the purpose of achieving certain fraternal ends—the enactment of suitable legislation, the development of better conditions in the retail trade, the establishment of proper relations with physicians, manufacturers and jobbers, and other things of a similar nature. There are several coöperative insurance, buying, and manufacturing companies with which druggists may unite if they desire. There is no need of another. The N. A. R. D. could give nothing in this direction that existing concerns do not already provide. On the other hand, the N. A. R. D., by virtue of the extent of its membership, does exercise functions which no other body of druggists in the country is properly qualified to perform, and for the continued performance of these functions it must be maintained as an *association*. Transformed into a commercial *company*, it would lose its power and influence in the obtainment of associational ends. It must be either fish or fowl: it cannot be both.

It was furthermore realized that the N. A. R. D. could not enter into the field of commercial enterprise without building up an expensive machinery for which no capital could be provided. Branch houses would have to be opened. Experienced men would have to be employed. A large scale of operations would have to be adopted. In the light of these needs the whole scheme was seen to be impracticable from every point of view.

AFFILIATION WITH EXISTING CONCERNS DEFEATED.

When the time came at the convention for the introduction of resolutions bearing upon the future policy of the organization, a number were presented which had to do with the various coöperative plans. At least five or six, emanating from different sections of the country, prayed the Association not to take up commercial activities of any kind, and not once was the establishment of a manufacturing or buying organization advised. One resolution, however, sent from a local association in Tennessee, suggested an amalgamation with the American Druggists' Syndicate and the American Druggists' Fire Insurance Co.; another proposed a similar affiliation with the Druggists Indemnity Exchange of St. Louis; but the temper of the convention was distinctly against these proposals and they died an easy death.

Representatives of the two insurance companies were given the floor one morning for the purpose of explaining their operations to the delegates, and both of them made a favorable impression. Mr. Freericks, of the American Druggists' Fire Insurance Co., made it clear that his concern was not expecting or desiring affiliation with the N. A. R. D. Mr. Daugherty, of the Druggists Indemnity Exchange, afterwards proposed a plan of affiliation to the Finance Committee, and the Finance Committee recommended that the proposal be adopted. The convention, however, voted it down almost unanimously. The suggestion that some sort of affiliation be had with the American Druggists Syndicate caused quite a little flurry on the floor, but all of the speakers were so unanimously against the scheme that it had no chance of adoption.

"N. A. R. D. NOTES" THE GREAT ISSUE OF THE CONVENTION.

Failing to commit the Association to any of these various enterprises, the men who believed something of the kind should be established fell back in full force upon the proposition to expand "N. A. R. D. Notes," make it a regular trade journal, and permit it to accept and solicit advertising. The real fight of the convention was over this proposition. It came up half a dozen times in different ways, and it was finally argued to a finish at the closing session on Thursday afternoon. The Finance Committee, comprising one member from each State represented at the convention, recommended that the plan be adopted. This was at the Thursday morning session. It was immediately decided to waive final action until the Committee on Resolutions should report in the afternoon—a decision, however, which was only reached after a hot parliamentary struggle between the two factions. The Committee on Resolutions, likewise representing one man from each State, and charged with the duty of considering all matters having to do with the *policy* of the organization, recommended that the proposal be rejected. Thus was the issue squarely joined. The situation was made somewhat more complex and interesting by the presentation of a minority report from the Committee on Resolutions favoring the project and signed by three members as against twenty-three signing the majority report.

The debate which then ensued was unquestionably one of the hottest of recent years. It was participated in, by nearly every man of strength and prominence in the organization, and it recalled the famous contest over the "Worcester plan" at the Buffalo convention. Not since that time, indeed, has it been necessary to take a vote by the roll call of States. When such a vote was finally polled at the end of the long session on Thursday afternoon, about 7 o'clock in the evening, just before the new officers were to be installed and final adjournment taken, the proposition was found to be lost by a vote of 208 to 123.

The chief supporters of the plan were the Chicago and Illinois delegates. They were led on the floor, however, by I. N. Heims, of Indianapolis, who presented the minority report of the Committee on Resolutions, and who became the chief speaker in favor of the proposition. The 55 votes from Illinois comprised nearly one-half of the total number of 123: the other supporting votes represented various sections of the country. The significant thing about the debate was that practically every member of the "old guard," the men who

had held the prominent offices in the organization and who had made it what it was, were against the proposal—such men as Jones, Wooten, Gallagher, Breslin, Mann, Anderson, Muir, Zwick, and Frailey.

WHY THE "NOTES" PROPOSITION WAS DEFEATED.

Space is lacking to go into a detailed account of the discussion, but we may say that the chief reasons why the proposition was turned down are the following:

1. For the N. A. R. D. systematically to solicit advertising in a trade organ would be to establish what Mr. Zwick pungently termed "a hold-up proposition." Advertisers would scarcely dare refuse to purchase space, and the N. A. R. D. would be taking advantage of the situation for selfish purposes. Furthermore, the N. A. R. D. could not ask such favors without granting favors or exemptions in return, and this would involve an inevitable loss of independence.

2. There was strong doubt that the scheme would prove a financial success. Editor Carr, in recommending the estab-



Dr. W. C. Anderson, of Brooklyn, who, as chairman of the Committee on Resolutions, had much to do with shaping the future policies of the organization and who took a leading part on the floor in opposing the drug journal proposition.

lishment of a regular trade journal in the first place, had declared that the *Journal of the American Medical Association* was a great profit-maker, and he had given figures indicating that the proposed *Journal of the N. A. R. D.* would bring \$30,000 annually into the treasury of the Association. Mr. Zwick and others pointed out, however, that the *Journal of the A. M. A.* was in fact no such profitable enterprise as Mr. Carr had asserted; that the proposed *Journal of the N. A. R. D.* could only be established with considerable capital; that no such capital was forthcoming; that there was a fine opportunity to lose instead of make money; and that the chance was good to plunge the N. A. R. D. into debt rather than to bring it financial benefit. Mr. Zwick gave figures and statistics in support of his contentions, and his speech was full of conviction and earnestness.

3. It was pointed out by Mr. Jones, Mr. Wooten, Mr.

Gallagher and several others that the great asset of the N. A. R. D. was the spirit of fraternity which had been generated among the retail druggists of the country—the willingness to bear common burdens and the disposition to work for common ends. To support the Association in large measure by a commercial enterprise would weaken this spirit of self-dependence, would make it more difficult to collect dues, and would strike at the very root of the Association's strength and character.

4. Finally, many speakers pointed out that a debt was due the pharmaceutical press of the country. The drug journals had helped the N. A. R. D. in season and out of season. They had been largely responsible for the success of the organization. To enter into open competition with them would be to exhibit a lack of consideration which a grateful association should not countenance, and it would also probably cause them to be less interested in the N. A. R. D. in the future and to do less in its behalf.

After the vote was taken, and the matter definitely settled,



Thomas H. Potts, of Philadelphia, president-elect of the N. A. R. D.

there was apparently no disposition to express dissatisfaction over the final outcome. Mr. Heims, the floor leader of the minority, declared in the beginning of the debate that he would stand manfully by the final decision, whatever it should prove to be; and after the incident was closed he shook hands with his opponents in confirmation of this position. During the hours following final adjournment the feeling grew more and more general that the Association had acted wisely and well.

WHAT, THEN, IS TO ENGAGE THE N. A. R. D. IN THE FUTURE?

With all of these commercial and coöperative schemes rejected, what, then, is to be the future work of the N. A. R. D.? This was the pressing question which the Chicago convention was called upon to answer, and it was answered convincingly and eloquently by Simon N. Jones in his report as chairman of the Executive Committee. Mr. Jones started out

with saying that he believed the Indianapolis decree would be ultimately of great benefit to the N. A. R. D. "The time was," he declared, "when such a blow would have proved disastrous to the Association, but fortunately that time has passed. A broader and still more useful period is opening before us;" and then he proceeded to indicate what this period would involve:

The closing of any breach that might have existed in the past between physicians and druggists; the putting forth of greater energy in forwarding the professional end of our calling; the giving of more attention to the enactment of laws, local, State, and national, which our welfare demands, and the defeat of such measures as are constantly being agitated to our detriment; the continuation on a still broader scale of the work of organization and the spreading of the gospel of "live and let live;" the further development of the spirit of friendly coöperation and good fellowship among druggists; the securing of greater competency among clerks; and the placing of our profession upon a higher plane through the weeding out of undesirable elements—in fact, the work, the great work, which the Association ought to do is only in its incipency. Only through a strong national organization can this work be done.

Direct benefits to dues-paid members, a work which has been started in a small way by the Department of Sales and Employment, can be largely increased. The overpricing of proprietaries must be met with vigorous resistance. The D. C. S. N. plan, which has been decided to be perfectly legal when adopted and enforced by individual proprietors, will be extended in proportion to the energy of individual druggists, under the guidance of the N. A. R. D., in demanding this protection. New preparations the selling price of which is not protected ought to be discouraged.

Toilet articles at protected prices can and will be made available. The manufacturers of such products as belong legitimately to the retail druggists—plasters, surgical dressings, and other items of like character—must be induced to confine their sales to the legitimate distributors of these goods and to discontinue sales to mail-order houses.

This list of prospective benefits could be largely increased, but, we ask, is this not enough for the future? And what sane man would assert that any one of these things is possible of accomplishment except through a national organization? Local and State bodies in themselves are powerless. It is the combined force, represented by the national body, that makes results possible. Pay your dues, stand loyally by your national organization, and even though the cash is not deposited in your pocket in a way to be seen and handled in the immediate present, it will undoubtedly be secured in the increased profits, dropping into your tills during the months and years to come with little or no effort on your part.

PROGRAMME DECIDED UPON AT CHICAGO.

Definite action was taken along these several lines. The Currier patent-law bill was approved and effort will be made to have it enacted into law at the coming session of Congress. An interstate anti-narcotic bill, based upon the A. Ph. A. model, was likewise approved after considerable debate, and the enactment of this into law will be attempted also. Resolutions in favor of Sunday rest were adopted and local associations throughout the country were urged to achieve reform in this direction as fast as possible. The slot phone was supported and delegates were urged to secure its installation throughout the drug stores of the country. The scheme to establish a parcels post was again resented, and the Committee on Legislation was instructed to oppose it in the coming session of Congress. A resolution was adopted calling upon the local and State associations to secure the enactment of laws imposing taxes and restrictions upon itinerant vendors of medicines. The D. C. S. N. plan was again heartily endorsed as the best means of obtaining proper prices for proprietaries, and efforts will be continued to secure its adoption by manufacturers throughout the country.

The Sales and Employment Department, which had furnished about \$7000 worth of supplies during the last few months, and which had yielded a profit of about \$2000, is to be continued and enlarged. It is in this department that such things are furnished as dispensatories, Pharmacopœias, National Formularies, N. F. labels, prescription blanks, etc., etc., and the prices are considerably lower than can be obtained elsewhere. The department is also of assistance to druggists in

the employment of clerks and in the sale and purchase of drug stores. It is capable of considerable expansion and of a large measure of usefulness. The Bureau of Slow Selling Patents, on the other hand, has not proved quite so successful, and in accordance with the recommendation of Secretary Wooten it will be discontinued.

SHERMAN LAW AMENDMENT.

The necessity for amending the Sherman law was made apparent on several occasions. President Mann started the ball rolling in his annual address. Attorney Errant, in a report full of good things and received with tremendous applause, declared that the Sherman law would be amended and that vigorous efforts toward that end would be made by the National Association. The Executive Committee discussed the question at considerable length and expressed the belief that "if a combined effort is made by the retail druggists of the country, backed by the right degree of determination, an acceptable amendment can be secured from the next Congress." A resolution looking toward this end was adopted, and Frank H. Freericks, of Cincinnati, who has devoted a good deal of study to the subject, made a strong speech in which he urged the delegates to go home, pass resolutions in favor of amending the law, educate the public, write their congressmen, and do everything possible to achieve the necessary results. "Once we get the law amended," declared Mr. Freericks, "we shall regain what we have lost in our endeavor to correct the cut-price situation."

PLANS FOR N. F. AND U. S. P. WORK.

The N. F. and U. S. P. propaganda, into which the N. A. R. D. has entered with vigor, was given considerable attention. A special meeting was devoted to the subject on Monday afternoon, preceding the formal opening of the convention on Monday evening. President Chas. F. Mann, in an annual address bristling with good things, declared that "nothing which is likely to come before the convention is more deserving of our earnest thought and endeavor." Later in the week there was a discussion of considerable length; different speakers told how the work had been carried on throughout the country; and it was finally voted to establish a permanent standing committee of five to be known as the "Committee on U. S. P. and N. F. Propaganda." This committee will prepare a series of monthly letters for sale to, and use by, the druggists of the country. It will compile an epitome of the N. F. and U. S. P. for sale to the affiliated associations at a reasonable price. It will devise ways and means of carrying on the work, and it will address itself to the task of encouraging the local associations to take it up with vigor and push it to success. In order that this newly appointed committee may be able to start its work properly, it was voted to give it an appropriation of \$350, this sum to be returned as soon as the committee becomes self-supporting from the sale of its supplies.

A consideration of the foregoing programme of future activities convinced the delegates—if, indeed, they needed to be convinced at all—that there was an abundant and ever-widening work for the N. A. R. D. to perform. Here and there was to be heard an occasional note of discouragement throughout the week, but it became apparent before adjournment that the future of the Association ought to be bright and

would be bright. This unquestionably represented the general opinion of the delegates and enthusiasm ran high during the closing hours. It was felt that it would be a crying and lasting shame if the druggists of the country would not continue to support the one national organization which is in position, by virtue of its perfected machinery and its large and representative membership, to protect the interests of the calling in a thousand ways.

MEMBERSHIP AND TREASURY FACTS.

One of the things which gave considerable courage was the membership report of Secretary Wooten. The last year, instead of exhibiting a loss, as some faint-hearted delegates expected, had registered a small gain in membership. At the Atlanta convention there were 1152 local and State associations affiliated with the N. A. R. D. At the Chicago convention there were 1154 associations so affiliated. Three State associations had been dropped during the year, but two others had been added. Fifty-eight local associations had been lost,



H. B. Guilford, of Rochester, N. Y., who, as chairman of the Committee on Finance, had a strenuous time at the open session of his committee when the drug journal proposition was first debated.

but 61 had been gained. From Treasurer Emanuel's report it appeared that there had been receipts during the year of \$93,390.92, and disbursements of \$93,211.93, leaving a balance in the treasury of \$178.99.

Chief Organizer Ullrich reported that soon after the Indianapolis decree it became necessary to reduce the number of organizers from 27 to 14. A reaction had set in since then, however, and he was hopeful that the staff could be somewhat increased from now on. It appeared from the reports of several of the officers that many druggists throughout the country lost heart and interest after the successful culmination of the government prosecution, but that things began to mend before the Chicago convention; and, as we have already indicated in the foregoing, the general feeling after adjournment at Chicago was that the N. A. R. D. had "found itself" and that it would face the future with dauntless courage and with every prospect of success.

A FINE TRIBUTE TO JUDGE ERRANT.

The temper of the convention was pretty well shown by a little incident which occurred at one of the closing sessions. The Finance Committee brought in a recommendation that the appropriation for legal services be reduced during the coming year to \$1500 on the ground that less legal work would probably be needed in the future than had been required in the past, and for the further reason that some retrenchment might be found necessary during the coming months. This proposition immediately brought forth a strong dissent from several quarters in the hall. Thomas Voegeli, of Minneapolis, eloquently declared that Judge Errant had rendered valuable services to the N. A. R. D. throughout its entire history; that he had never been adequately paid for his work; that the loyalty which he had displayed could indeed not be purchased with money; and that the Association would prove itself an ingrate to cut his salary in two. Mr. Breslin and others expressed the same conviction, and it was finally voted with



Attorney Joseph W. Errant, who received a splendid tribute at the Chicago convention, and whose annual report will be sent to every druggist in the country.

great enthusiasm to continue Judge Errant's salary at \$2500 and to appropriate \$3500 for the entire expenses of the legal department. It was made abundantly apparent that the services and personality of Judge Errant were highly appreciated, and the feeling response which the situation brought forth from him at the close of the incident was received with tremendous applause.

Incidentally we may seize upon this as a proper place to record the fact that Judge Errant's annual report, covering the legislative activities of the year and making certain observations upon them, was received so heartily that it was voted to have it printed in "N. A. R. D. Notes" and a marked copy sent to every druggist in the country.

THE WOMEN.

The W. O. N. A. R. D. held interesting sessions in the banquet hall of the Auditorium Hotel throughout the week.

The editor of the BULLETIN, compelled for obvious reasons to attend the concurrent meetings of the N. A. R. D. several blocks away in Orchestra Hall, was not able to keep in very close touch with the work of the women, and this is his excuse for not being able to describe their activities at greater length. He was told, however, that the various sessions were all well attended, and that they were full of interest from beginning to end. Mrs. Emma Gary Wallace, the president of the W. O. N. A. R. D., delivered an address on Wednesday morning before the N. A. R. D., and it was distinctly one of the features of the convention. Behind her, on the stage, were the other officers of the W. O. N. A. R. D., while throughout the convention hall and in the mezzanine-balcony were the members of the organization. The audience was a large one, and Mrs. Wallace's remarks were punctuated with frequent demonstrations of approval and concluded with enthusiastic applause. Later on she was reelected president of the W. O. N. A. R. D.

THE ENTERTAINMENT.

A few words ought to be said about the entertainment. It was lavish in character. There was a reception and ball on Monday evening at the Auditorium Annex, and it was probably attended by over a thousand people. On Thursday evening a great smoker was held at the Armory on Michigan Boulevard, and covers were laid for no fewer than 1500. On Friday morning there was a trip to the stock yards, and on Friday afternoon and evening a boat-ride on Lake Michigan was tendered by H. L. Kramer of Cascaret fame. Throughout the week the ladies were entertained in various ways and with a generous hand. Delegates coming into the city were met at the trains with tally-ho coaches, and Chicago expressed her hospitality in many directions. The "Grand Army of Retail Druggists," known more briefly as the "G. A. R. D.," and comprising those who attended the first convention in St. Louis nine years ago, had a dinner under the chairmanship of Wilhelm Bodemann on Tuesday evening, and Mr. Bodemann was enthusiastically reelected to succeed himself as president. On Thursday evening, following the smoker, the famous "R. H. Committee," also with Mr. Bodemann as the presiding genius, held one of its characteristic sessions.

THE NEW OFFICERS.

The foregoing summary of the Chicago convention has been brief, but we hope it has conveyed a clear conception of the results actually accomplished. It only remains for us to give a list of the officers for the ensuing year:

President, Thomas H. Potts of Pennsylvania.
 First vice-president, C. L. McBride of New York.
 Second vice-president, Stewart Gamble of Minnesota.
 Third vice-president, A. Timberlake of Indiana.
 Secretary, Thomas V. Wooten of Illinois.
 Treasurer, Louis Emanuel of Pennsylvania.
 Executive Committee: Simon N. Jones, of Kentucky, chairman; Frank F. Ernst of Massachusetts, Edward Williams of Wisconsin, W. S. Elkin of Georgia, C. F. Mann of Michigan, and C. R. Renner of Missouri.

DUES.

The dues were left at \$4, and "N. A. R. D. Notes," as heretofore, will have a subscription price of \$1.

THE MEETING OF THE A. PH. A.

Held Last Month at the Hotel Astor in New York—Debate on the Relations Between Pharmacists and Physicians the Most Important Event—A. M. A. and A. Ph. A. Decide to Co-operate in Legislative Matters—Valuable Work of the Boards and the Colleges—Treasurer Sheppard Announced His Intention of Retiring—Section Papers of Interest—Membership of 2200 Means Great Prosperity—W. M. Searby Elected President—Editorial Summary of the Proceedings.

In reporting upon the annual meeting of the American Pharmaceutical Association, held last month at the Hotel Astor in New York City, it is our purpose to touch only upon the more important features of the gathering. Detailed and chronological reports have already appeared in some of our contemporaries, but there is still room, perhaps, for an editorial summary which shall confine itself to the significant phases of the convention and which shall seek to interpret these to readers who were not able to be in attendance upon the convention itself.

THE SIGNIFICANT FEATURE OF THE MEETING.

Beyond all question the greatest value and significance centered in the growing *rapprochement* between physicians and pharmacists. At least three prominent members of the American Medical Association came to the meeting holding aloft the olive branch of peace and seeking and openly asking for coöperation with the A. Ph. A. and with the pharmacists of the country. These physicians were Solomon Solis-Cohen of Philadelphia, T. F. Riley of New York, and J. N. McCormack of Bowling Green, Ky.

The significance of this phenomenon must not be lost. In times past the physician has been inclined to hold himself aloof from the pharmacist and to complain bitterly of the pharmacist's shortcomings. More often than not, he has spurned the approaches of the druggist and has resented the latter's suggestion of equality. For the marked change in attitude exhibited at the New York meeting we are indebted to several causes: In the first place, the local branches of the A. Ph. A., holding joint meetings with the local physicians during the last year or two, and striving in every way possible to bring about a better understanding, are largely responsible for the new era of good-will. The activity of pharmacists in the Section on Pharmacology of the American Medical Association has been another factor. Still a third agency has been the N. F. and U. S. P. propaganda carried on throughout the country during the last year or two.

Dr. Cohen's formal greetings on behalf of the A. M. A. were delivered at the first general session on Monday afternoon, and they were listened to with deep interest and received with tremendous applause. Confessing that druggist and doctor had both erred in the past and were erring in the present, he pleaded for a policy in which differences should be forgotten and forgiven and in which harmony and coöperation should take the place of discord and misunderstanding. In the Commercial Session on Thursday afternoon, Dr. T. F. Riley, a member of the Revision Committee of the U. S. P., assumed practically the same position, urged pharmacists to

read papers before local medical societies and to establish a working partnership generally. Dr. Riley spoke particularly of the benefits which had developed from such work in the Harlem district of Manhattan, and he wound up by speaking in the most complimentary terms of the intelligent body of men represented in the New York meeting. He declared that such scientific discussions as he had listened to during that afternoon would not be possible in the American Medical Association.

PHYSICIAN VS. PHARMACIST: THE GREAT DEBATE OF THE CONVENTION.

But the longest address from the three physicians, and the one which provoked the real discussion of the entire week, was that delivered by Dr. McCormack at the first session of the Section on Education and Legislation on Wednesday morning. We do not know just what Dr. McCormack's official status is in the A. M. A., but we shall not go far wrong if we describe him as the general organizer of that body. He travels about the country for the purpose of strengthening the A. M. A. in the different States and cities. Part of his work is to hold joint meetings of laymen and physicians, at which he dwells upon questions of public health and upon the physician's relation to his patients and to the public generally. During the winter he appears before State legislatures in the interest of bills fostered by the A. M. A. and the State medical societies.

At the last meeting of the A. M. A., held in Atlantic City during June, Dr. McCormack had made certain charges against retail druggists. Among other things he had declared that the patent-medicine men had arrayed druggists against physicians in many States of the union in an effort to defeat bills which had been introduced by the medical profession in the interests of the public health. He had arrived at the conclusion "that we have come to the parting of the ways with these druggists, and must arrange to dispense for ourselves, as is being done in other countries, unless prompt steps are taken in a comprehensive way to restore proper relations with them." It was these biting remarks of Dr. McCormack, delivered in June before the A. M. A., that led to an invitation for him to air his grievances before the A. Ph. A. at the New York meeting.

CHARGES AND COUNTER CHARGES.

Dr. McCormack's address is printed in a somewhat condensed form on other pages of this issue of the BULLETIN. It is therefore not necessary for us to dwell upon it at any particular length in this place. We may say in passing that he repeated his charge of lobbying on the part of pharmacists,

and that he took up other points in which druggists had in the past dealt unfairly with physicians. He spoke of counter-prescribing, the sale and defense of patent medicines, the treatment of venereal diseases, the practice of substitution, and the like. His address called forth one of the most able and lengthy debates which the A. Ph. A. has witnessed of recent years—a debate which was distinctly the feature of the New York meeting. We are giving an epitome of it in connection with Dr. McCormack's address elsewhere. Among the pharmacists who took the floor were Jacob Diner of New York, Dr. W. C. Anderson of Brooklyn, Prof. C. S. N. Hallberg of Chicago, Henry P. Hynson of Baltimore, William Muir of Brooklyn, Prof. H. H. Rusby of New York, Prof. W. M. Searby of San Francisco, and Dr. C. B. Lowe of Philadelphia.

Dr. McCormack's charge that the N. A. R. D., operating through Colonel Duple, had lobbied in the interests of patent-medicine proprietors during the last year was warmly denied by Jacob Diner and others, and it was made clear during the discussion that Colonel Duple had not been in anywise con-



The Hotel Astor, located on Times Square at the juncture of Broadway and 44th Street, was used this year as the headquarters of the Association. The various sections and auxiliary bodies held their gatherings in several large rooms on the eighth floor. The roof garden of the Astor was a favorite place during the evenings throughout the week.

nected with the N. A. R. D. for at least two years. Dr. McCormack, in closing the debate, expressed the heartiest satisfaction at knowing that he was mistaken, and he declared that he would seek to neutralize whatever harm his previous allegations had caused. Many other misunderstandings and shortcomings were discussed with entire frankness and sometimes with considerable heat, but after it was all over with the white dove of peace perched itself aloft. "Whatever we have done in the past," declared Dr. McCormack, "let us try to avoid doing in the future. Let us get together and work for the common benefit of both professions."

A. PH. A. AND A. M. A. RESOLVE TO WORK TOGETHER.

As a direct result of Dr. McCormack's suggestion, a resolution was passed in which the A. Ph. A. Committee on Legislation was directed to coöperate with the Legislative Committee of the American Medical Association in the furtherance of such legislation as would be of mutual benefit to both professions. The secretary of the A. Ph. A. was also in-

structed to correspond with the various State pharmaceutical associations of the country and to inform them of a recommendation of the A. Ph. A. that they seek a similar coöperation with the State medical societies.

SYMPOSIUM ON THE N. F.

While speaking of this growing *rapprochement* between physicians and pharmacists, mention may be made of another feature of the week's programme which had to do with the same general subject. In the Commercial Section there was an interesting symposium on some of the National Formulary preparations. The aim was to show how these could be exploited among physicians. Specimen labels were given, as were also texts of circulars which had been used. Jacob Diner discussed elixir of terpine hydrate and heroin; Joseph L. Lemberger took up antiseptic powder and liquor; and Henry P. Hynson spoke on the compound syrup of hypophosphites and the compound mixture of chloral and potassium bromide. Franklin M. Apple, of Philadelphia, described two booklets which he had used among the physicians of his city.

Of significance in this connection, too, was the adoption of a resolution, introduced by Professor Chas. Caspari, Jr., calling upon medical colleges to use the U. S. P. as a text-book in their courses of study, and expressing the opinion that it was the physician's ignorance of the U. S. P. which caused him to fall a victim to the secret proprietary. Copies of this resolution will be sent by the secretary to the colleges of medicine throughout the country.

THE GOOD WORK OF THE BOARDS.

Passing from our consideration of such phases of the meeting as had to do with the relations between physician and pharmacist, we may express our conviction that the work next in importance was that of the Association of Boards and the Conference of Faculties. The Boards began their deliberations on the Saturday preceding the Monday on which the general convention opened, and meetings were held on several days of the succeeding week also. Delegates were present from no fewer than 24 States, and interest in the proceedings was keen from the beginning to the end. It cannot be said that anything particularly definite was done beyond two things: (1) a committee on examination questions was appointed for the purpose of drawing up model examination papers which may be used by such boards as care to utilize them; (2) the Syllabus Committee reported progress and was continued for another year with instructions to prepare a syllabus which shall cover the subjects that ought to be represented in the board examinations and taught in the college courses.

It must not be assumed, however, that because the Association of Boards failed to establish any definite reforms its work was in vain. This would be far from the truth. Several years of discussion and adjustment, accompanied by a gradual amendment of pharmacy laws, must precede the establishment of very positive or far-reaching results. The Association must feel its way. One of the main objects of the body is to bring about a larger degree of interstate registration, but this is a problem which is very complex in character and which must be approached with careful consideration. President Godbold recommended that a national committee of five

examiners be appointed, and that pharmacists who passed the examinations of this commission be granted licenses interchangeable among States agreeing to the proposition. The scheme was objected to on the ground that it would require applicants to take two examinations, and on the further ground that it could not be put into operation in many of the States until the laws themselves were modified.

"Some Remarks on the Philosophy of Examination Questions" was the title of an admirable paper read before the Association of Boards by Prof. James H. Beal. Interesting speeches were also made by Dr. H. W. Wiley, Prof. O. A. Wall, Dr. H. M. Whelpley, and Prof. Henry P. Hynson—all of these gentlemen being present by invitation and not being represented in the membership of the organization. Many practical subjects were discussed during the several meetings of the Association, a good deal of time being taken up, for instance, with a consideration of the value of practical demonstrations in conducting examinations. The Association went on record as being in favor of such demonstrations, and it urged its membership to secure from the legislature or from the candidates themselves such funds as would be needed to carry on the work. The secretary reported that the Association had 27 State boards on its membership roll, 16 of them as active members and 11 of them as associate members. Later on six additional boards sought election, making a total membership of 33.

THE CONFERENCE OF FACULTIES.

The Conference of Faculties did not hold quite so many meetings as the Association of Boards, but its work was the object of an equal degree of interest. The masterly address of President James H. Beal was listened to with close attention. Four or five colleges sought membership in the Conference, but, if we mistake not, their applications were either rejected or held for further consideration, there being some doubt as to whether the institutions had yet complied with the membership requirements of the Conference.

As was the case last year at the Indianapolis meeting, a joint conference was held between the boards and the colleges. Unlike the Indianapolis meeting, however, no effort was made to find agreement upon a set of requirements or regulations, such an effort having been the rock upon which the two organizations nearly split themselves apart last year. Subjects of interest to both bodies were discussed formally and the meeting had the general result of helping each class to understand the other. It was decided to make joint conferences an annual feature and to ask the A. Ph. A. to establish a third session of the Section on Education and Legislation for this express purpose. This request was afterwards granted by the Council.

FEEBLE ECHO OF THE WALL-TAYLOR DEBATE.

The foregoing mention of the work of the boards and the colleges reminds one of the Wall-Taylor debate of last year, and of the echoes of this which rang afterwards in the deliberations of the Section on Education and Legislation, the Conference of Faculties, and the Association of Boards. A rather feeble reflection of the same phenomenon was exhibited this year. Dr. Wall read a paper before the Section on Education and Legislation in which he took practically the same ground as that assumed last year, and Dr. H. L. Taylor, as everybody expected, was brought forward to refute Dr. Wall's

position. A little animosity and personal ill-will were expressed on both sides, but no one took up the question and there it ended. Dr. Wall's contention was that the high school requirement was unfair; that in many sections of the country students had no high schools to attend; that the sole requirement ought to be the candidate's capacity to do the work assigned to him; that the pharmacy college should itself give such preliminary instruction as may be necessary; and that both high schools and colleges of pharmacy should become more utilitarian and less academic in character. All of these points were severely refuted by Dr. Taylor, who declared, among other things, that the adoption of utilitarian policies in our schools of pharmacy would bring them down to the level of the trade and commerce schools and cause the pharmacist to be put on a par with the bricklayer and the carpenter.

TREASURER SHEPPARD WILL RETIRE NEXT YEAR.

The floor was taken at least twice during the week on questions of personal privilege, and both times for unusually interesting though diverse purposes. S. A. D. Sheppard, of



S. A. D. Sheppard, of Boston, who announced that he would retire from the treasurership at the end of the present year, and who has occupied the post for 22 years, is seen in the center of this group. Ex-president James H. Beal sits at the left, and Ex-president Joseph L. Lemberger at the right.

Boston, announced very feelingly that he had decided to retire from the treasurership after the completion of the present year. He had filled the office continuously for twenty-two years and he was convinced in his own mind that the time had come for a change. He had joined the Association in 1865, forty-two years ago; he had acted as local secretary at the Boston meeting in 1875; he had been made vice-president in 1876; from 1876 to 1880 he had been active in committee work; from 1880 to 1886 he had been kept in the Council, most of the time as chairman of the Finance Committee; and ever since 1886 he had filled the post of treasurer. He wanted to give notice of his decision to retire a year in advance in order that time might be had for the selection of a suitable successor. He spoke at some length of the tact, honesty, industry, and bookkeeping ability which the new treasurer ought to possess, and he dwelt upon the importance

of the office to the welfare of the Association. His remarks were listened to with the deepest of interest, and the regret was very general that so experienced, so honored, and so trusted an officer should feel it desirable to retire from his duties.

SPIRITED EXPLANATION FROM DR. ALPERS.

The other occasion on which the floor was taken on a question of personal privilege was when Dr. W. C. Alpers, of New York, replied with considerable emotion to certain



Dr. W. C. Alpers, of New York, whose statement at the last general session, made after taking the floor on a question of personal privilege, attracted considerable attention.

personal criticisms which he declared had been made in the lobbies during the week. Some months ago, it seems, the *California State Medical Journal* declared that Dr. Alpers had first sought to bring Triacol before the medical profession, that after doing so he had caused it to be advertised to the laity in the popular magazines, that he had thus violated the ethics of pharmacy and medicine, and that he had turned his back on the high ideals for which he had always stood in the American Pharmaceutical Association and elsewhere. In taking the floor Dr. Alpers asserted that he had not known of this attack until a week or two before. Upon hearing of it he had not given it much consideration because the charge was a false one and he did not think the members of the A. Ph. A. would give it credence. He had heard, however, that there had been whisperings behind his back throughout the entire week, and he desired to say that the suspicion in which he had been held by some of his oldest friends had nearly broken his heart.

He declared that Triacol was manufactured by the Alpers Chemical Co., that he had not been actively connected with the concern for some time, that he was only a small stockholder in the enterprise, that he was in nowise responsible for its management, and that, moreover, the manager had assured him that the introduction of an advertisement in the lay magazines had been an accident on the part of an adver-

tising firm and that it would not be repeated. Dr. Alpers eloquently asserted that he had never turned his back for a single instant on the high ideals and aspirations for which he had always stood, and that it was hard for him to forgive the enemies who had stabbed him in the back without giving him a chance to defend himself.

MEMBERSHIP AND FINANCES.

The reports of various officers at the New York meeting indicated that during the last year the Association had reached its high tide of prosperity. A total of 350 new members was secured, making a total membership of about 2200. Five or six years ago, when it was discovered that the Association was going down-hill, the membership had slumped to a point below 1400. At that time, too, the expenditures exceeded the receipts. Treasurer Sheppard reported at the New York meeting, however, that during the last year the expenses had been \$14,661.69, whereas the receipts were \$19,507.47—making a surplus of \$4845.80.

Thus has the Association been put upon a solid and profitable basis, and it will no longer be necessary to make an annual reduction of 20 per cent in the incomes of the salaried officers. Neither will it be necessary to use the annual income from the William Procter, Jr., Fund.

The latter fund, by the way, has been restored to its old name of the "Life Membership Fund" and now amounts to \$15,290.46. "The William Procter, Jr., Fund" is the name now given to money being raised by a committee for the purpose of erecting a monument to the memory of "the father of American pharmacy." Thirty-five hundred dollars have been collected, and the committee will be continued until a sufficient fund has been established. In the meantime the endowment fund created a year ago by Messrs. Sheppard and Beal had amounted to \$208.20 at the time the New York meeting opened. A number of contributions were received, however, during convention week, and Messrs. Sheppard and Beal will continue their efforts indefatigably.

The real secret of the present prosperity of the A. Ph. A. is doubtless to be found in the increased membership. A contributing factor during the last year, however, has been the unprecedented sale of the National Formulary, due to the enactment of the Federal food and drugs act, which, among other results, gave legal standing and prestige to the N. F. During the year the receipts from the book were \$10,728.75. The expenses meanwhile were \$6363.11, leaving a surplus of \$4365.64. Treasurer Sheppard recommended that the price of the N. F. be increased to \$1.50 in lieu of the present price of \$1.00, and this recommendation was afterwards adopted by the Council.

REORGANIZATION PLANS.

Plans have been under way for a year or two to bring about a reorganization of the A. Ph. A. for purposes of greater efficiency. The special committee on reorganization, appointed last year at Indianapolis with Professor Hallberg as chairman, made a report suggesting definite changes in the constitution; and this was purposely held over for final consideration next year in order that it might be given adequate study in the interim. The chief purpose is to augment the size and authority of the Council so that it may act finally upon matters of general business without referring these for adoption and discussion to the general sessions. It is pro-

posed to have the Council comprise two delegates from each local branch, two from each State pharmaceutical association (taken from among the A. Ph. A. membership), and two from each section. The Council will then elect the general officers of the Association, elect also a board of trustees to take charge of the property and financial affairs of the A. Ph. A., and transact the general business of the Association.

In the foregoing we have touched upon pretty nearly everything of particular importance in connection with the New York meeting. Limitations of space, as well as the character and nature of this review, preclude us from entering into a detailed account of the work done in the various sections. Such section work as became of real significance has, indeed, already been considered in the general view of the week's activities, while on other pages we are giving abstracts of many of the papers read at the different sessions. A few words more in detail, however, may be necessary.

SECTION ON EDUCATION AND LEGISLATION.

The chief feature in the Section on Education and Legislation, as already stated, was the spirited debate in the first session on the relations between pharmacist and physician, provoked by the address of Dr. J. N. McCormack. Reference, too, has already been made to the little tilt between Messrs. Wall and Taylor—a faint echo from the resounding clash which took place between these orators last year at Indianapolis. The address of Chairman Oscar Oldberg was distinctly one of the most able efforts of the entire week, and it was received with a degree of applause and enthusiasm which was surpassed by no other address or paper during the convention. It was a logical and convincing plea for higher requirements in pharmacy, and it echoed and re-echoed the familiar position of Professor Oldberg that the boards of pharmacy have it in their power to establish definite rules and regulations looking toward better and more uniform registration conditions. We shall hope to find room for this address in an early issue of the BULLETIN. Several interesting papers were read before the section, and a resolution was passed favoring the amendment of present laws which unfortunately permit "the issuing of licenses to minors and to persons without definitely prescribed educational qualifications to open or conduct drug stores, to have charge of the dispensing of medicines, and to sell habit-producing drugs."

SECTION ON PRACTICAL PHARMACY AND DISPENSING.

The Section on Practical Pharmacy and Dispensing, as usual, gave rise to a considerable number of extremely helpful and useful papers. Most of these we are presenting in the form of abstracts elsewhere in the present issue of the BULLETIN. The address of the chairman, H. A. B. Dunning, mentioned a number of respects in which scientific problems arising in connection with the work of the practical pharmacist could be turned over to the Scientific Section for investigation and for rational explanation. A paper on counter-prescribing, read by Franklin M. Apple, sought to show the line beyond which it would not be wise or proper for the pharmacist to go in the treatment of ailments, and this paper is made the subject of comment in our editorial columns. An extremely suggestive paper on "The Eyes and Hands in Dispensing" was read by Mr. Hynson and provoked interesting remarks from several speakers.

COMMERCIAL SECTION.

In the Commercial Section the paper which aroused the greatest amount of discussion was one by Harry B. Mason entitled "A Preachment on the Inventory." This paper, together with an abstract of the remarks which it provoked, will be found elsewhere in this issue of the BULLETIN. A valuable paper entitled "Pointers on Fire Insurance" was read by Frank H. Freericks, and this we shall hope to find room for in the present or in a subsequent issue of the BULLETIN. The symposium on N. F. preparations has already been referred to in this review. The address of the chairman, H. D. Kniseley, touched upon many subjects of commercial interest. William F. Kaemmerer read a lengthy paper on the subject of early and Sunday closing, and declared that if reforms were not otherwise forthcoming the clerks would soon be compelled to amalgamate with union labor to achieve their purposes. One of the most scholarly and finished papers of the week was read before the Commercial Section by Henry P. Hynson and was devoted to the proposition that there is "a science of commerce." A committee report on the practicability of coöperative insurance brought forth nothing of special interest beyond the statement that in general the mutual fire insurance companies in the drug trade had been measurably successful. The secretary of the "Progress Postal League," although not a member of the Association, was permitted to exploit his desire for a parcels post, which brought from Professor Hallberg, "the official kicker" of the Association, a stinging rebuke for the "nerve" of a non-member who would come before the A. Ph. A. with a proposition which was not favored by its members. A committee was appointed by the Section to draw up resolutions indicating the need for an amendment of the Sherman Act.

HISTORICAL SECTION.

Much interesting work was done in the Historical Section. Mr. Ewen McIntyre, the venerable pharmacist of New York who was identified with the creation of the A. Ph. A. in the early 50's, lent considerable interest to the transactions over which he presided as chairman. Dr. Edward Kremers's report as historian indicated that much valuable work had been done during the year, and wound up with the recommendation that the historian be provided with clerical assistance in the classification and preparation of the material which is rapidly being accumulated. Sketches were read of Albert E. Ebert, Henry Canning, John Millhau, E. R. Squibb, and other prominent pharmacists now deceased. Dr. H. M. Whelpley entertained the members by darkening the room for a few minutes and throwing upon the screen some portraits and objects of historical interest. Several other papers were read and presented, and altogether the single session devoted to the Historical Section was one of the most interesting of the entire week.

THE SCIENTIFIC SECTION.

The Scientific Section of course did not lack for interest and variety. As usual, it presented more papers to the Association than any other section, and to give a mere list of them would consume a good deal of our space. Special reference ought to be made, however, to a paper by Prof. Oscar Oldberg on "The Importance of a True Conception and Expression of Atomic Combining Values." In many respects

this was the most original and thoughtful contribution made to the Association in some years. A new periodic table was presented which massed the typical elements about the newly discovered gaseous elements of the atmosphere, the latter occupying the center of the table: the negative elements were placed to the left, and the most pronouncedly positive elements to the right. It was declared that positive and negative elements could be identified according to their relative positions in the periodic system of classification. A good deal of interest was excited in the Scientific Section by the report of the Committee on Drug Adulteration. The requirements of the Pharmacopœia, and the difficulty of securing certain imported drugs complying with these requirements, were debated at considerable length. Dr. E. M. Houghton presented an interesting pharmacological study of *Cannabis Americana*, and much other useful and important work was done.

THE NEW OFFICERS.

The list of officers of the A. Ph. A. is a considerable one. William M. Searby, of San Francisco, was elected president. The three vice-presidents are Oscar Oldberg, H. H. Rusby, and O. W. Bethea. Messrs. Sheppard, Caspari, and Diehl were of course reelected to their permanent posts of treasurer, secretary, and reporter on the progress of pharmacy. The new members of the Council are Leo Eliel, E. G. Eberle, and F. C. Godbold. The new chairmen of the Sections are the following: Joseph W. England, Section on Education and Legislation; Franklin M. Apple, Section on Practical Pharmacy and Dispensing; Jacob Diner, Commercial Section; E. V. Howell, Historical Section; Virgil Coblenz, Scientific Section. The Conference of Pharmaceutical Faculties elected Dr. J. T. McGill president and reelected J. O. Schlotterbeck secretary-treasurer. The new president of the National Association of Boards of Pharmacy is F. A. Hubbard, while the secretary is F. A. Sala. James H. Beal and H. M. Whelpley were reelected chairman and secretary of the Council. P. C.



Prof. W. M. Searby, of San Francisco, elected president of the A. Ph. A. at the New York meeting. Professor Searby is dean of the California College of Pharmacy, editor of *The Pacific Pharmacist*, a druggist of long experience in San Francisco, and for many years he has been one of the most conspicuous and prominent members of the American Pharmaceutical Association.

Candidus was chosen to fill the new office of "honorary president" of the A. Ph. A., and his main duty will be to sign certificates of membership.

ENTERTAINMENT.

The entertainment features of the week were lavish, as indeed one might expect in New York City. The customary president's reception and dance on Monday evening was



Local Secretary Thomas P. Cook, president of the New York Quinine and Chemical Works.

pleasingly supplemented at 11:30 by an elaborate supper, during the progress of which a flashlight picture was taken of the entire assemblage. On Wednesday evening there was a theater party at Daly's, where "The Great Divide" was seen. On Thursday evening the German Apothecaries' Society played the host at a characteristic German "Kommers." Friday afternoon and evening were devoted to Coney Island, the party being taken down and brought back on a specially chartered steamer. Tickets representing many of the Coney attractions were distributed, and a shore dinner for 600 people was given at the Dreamland Dining Hall.

The foregoing, however, only gives an outline sketch of the entertainments of the week. The visiting ladies, while their liege lords were transacting weighty matters of business under sweltering atmospheric conditions, were taken on delightful trips to Bronx Park, to the museums, and other places of interest in the city, were given two or three afternoon teas, and were otherwise made to enjoy themselves in the most thorough and hearty manner. Mr. Thomas P. Cook, president of the New York Quinine and Chemical Works, was the very efficient and hospitable secretary, and his efforts were ably supplemented by Miss Clara Alpers, chairman of the Ladies' Entertainment Committee; Dr. William J. Schieffelin, chairman of the Coney Island Committee; Clarence O. Bigelow, chairman of the Reception Committee; and Frank E. Holliday, chairman of the Automobile Ride Committee.

NEXT YEAR'S MEETING.

It was decided to hold the meeting next year at Hot Springs, Arkansas, during the second week in September. Martin A. Eisele was chosen local secretary.



This snap was taken on the boat on the way down to Coney Island on Friday afternoon. The conspicuous figure in the center of the picture is Dr. Otto A. Wall, of St. Louis, whose paper on educational matters aroused such keen interest in Indianapolis a year ago, and who had another paper on the same subject at the New York meeting.



Reading from the left, these three men are Fred W. C. Diebel, secretary of the Travelers' Auxiliary of the Ohio Pharmaceutical Association; James H. Beal, the well-known ex-president of the A. Ph. A., and president this year of the Conference of Faculties; and George B. Kauffman, of Columbus, a former president of the Conference.



In this picture, which unfortunately is not very clear, we have Dr. Wall at closer range—standing at the right. The gentleman at the left is Dr. John T. McGill, of Nashville, president elect of the Conference of Pharmaceutical Faculties.



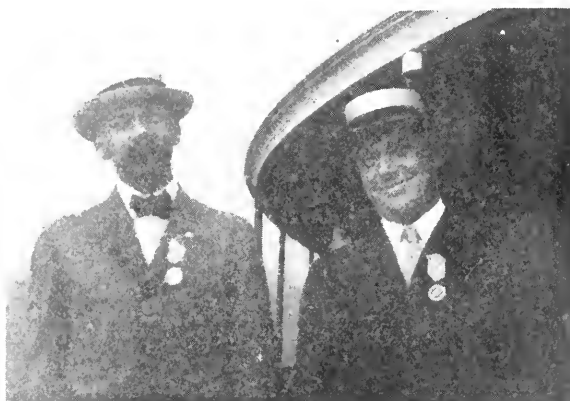
This picture is very poor, but those who know the men will be able to distinguish Lyman F. Kobler, Henry M. Whelpley, John C. Gallagher, and Attorney Douglass of the Proprietary Association of America.



This picture of Mr. and Mrs. Meyer, of Baltimore, was taken on the boat during the Coney Island trip. Three members of the German Apothecaries' Society are seen standing in the background.



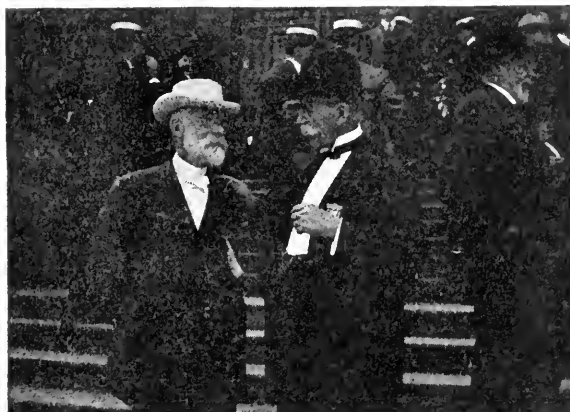
The three men in the center of this picture are Dr. George F. P. of Atlanta, John V. La Grange of Savannah, and W. P. O. of New York.



Here we have John G. Gallagher, of Jersey City, a powerful individuality in the affairs of the N. A. R. D., and F. E. Holliday, for several years a member of the Executive Committee of the N. A. R. D. and latterly vice-chairman of the Committee on Proprietary Goods of the N. W. D. A.



The herculean figure at the left represents Prof. C. S. N. Hallberg in a characteristic attitude, with the inevitable cigar in evidence. William P. Overstreet, of Louisville, stands in the center, and at the right is Albert M. Rochrig, of the United States Marine Hospital Service.



These two conspicuous members of the A. Ph. A. are S. A. D. Sheppard of Boston and John F. Hancock of Baltimore. Mr. Sheppard has been treasurer for 22 years and Mr. Hancock has latterly occupied himself to a considerable extent in building up the Procter memorial fund.



Dr. H. M. Whelpley, of St. Louis, is an inveterate photographer, and here we have him caught in the act. At the extreme left stands Dr. W. C. Alpers, apparently much interested in the success of the operation. Beyond Dr. Whelpley at the right are to be seen Dr. J. O. Schlotterbeck and Prof. Julius A. Koch.



The three men having a quiet chat in this view are E. V. Zoeller, of Tarboro, N. C., Prof. E. V. Howell, of Chapel Hill, N. C., and E. G. Eberle, of Dallas, Texas.



Here we have the retiring president and the president-elect—Leo Eliel, of South Bend, Indiana, on the left, and Prof. W. M. Searby, of San Francisco, on the right.



These gentlemen are about to take the boat for the Coney Island trip. Reading from the left, they are retiring president Leo Eliel, of South Bend, Indiana; general secretary Charles Caspari, of Baltimore; Jacob Diner, chairman-elect of the Commercial Section; and William C. Alpers, whose welcoming address at the first general session Monday afternoon was one of the oratorical hits of the week.



This group of pharmaceutical editors was taken on the Coney Island trip. Reading from the left we have Hugo Kantrowitz, of the *Apotheker Zeitung*; Harry B. Mason, of the *BULLETIN OF PHARMACY*; J. Winchell Forbes, of *Drug Standards*; Henry M. Whelpley, of *Mevo Bros. Druggists*; F. B. Hays, of the *Druggists Circular*; W. M. Searby, of the *Pacific Pharmacist* and president-elect of the A. Ph. A.; and C. B. Lowe, of the *Alumni Report*.



Thomas P. Cook, president of the New York Quinine and Chemical Works, and the very efficient local secretary at the New York meeting, stands at the right in this picture. F. E. Holliday, chairman of one of the entertainment committees, is seen at the left.



In this picture, which is unfortunately not very clear, we have, reading from the left, Mrs. F. C. Godbold of New Orleans; Mrs. Harry B. Mason of Detroit; Mrs. Frank H. Carter of Indianapolis; and Mrs. Clyde G. Huntley of Oregon City, Oregon.



Here we have Dr. W. C. Alpers of New York City, Mr. Charles Holzhauser of Newark, and Dr. John Uri Lloyd of Cincinnati. They were snapped outside the entrance to the Hotel Astor.



Retiring president Leo Eliel, accompanied by his sister, stands at the left of the picture, and Mr. and Mrs. William P. Overstreet are seen at the right.

"LET US HAVE PEACE."

The Spirited Encounter Between Pharmacists and Physicians at the Meeting of the A. Ph. A. in New York—Accusations Were Made on Both Sides, but a Mutual Desire for Harmony and Co-operation was Finally Realized—Dr. McCormack's Address and the Debate Provoked by it.

[NOTE BY THE EDITOR.—As we have indicated in our editorial review of the New York meeting of the A. Ph. A., printed on other pages of this issue of the BULLETIN, the paper which was received with the greatest degree of interest, and which called forth the longest and most earnest discussion, was that read by Dr. J. N. McCormack of the American Medical Association. It made certain accusations against druggists; it confessed certain defects among physicians; and it provoked a pretty thorough inquiry into the whole question of mutual shortcomings and mutual obligations. The situation ended very happily, but before it did so the air was thick with charges and counter-charges. We are reprinting the major portion of Dr. McCormack's address, and we are following it with an abstract of the debate which it called forth. That the A. Ph. A. and the A. M. A. finally decided to join hands in the furtherance of legislation of interest to both professions, and to work in harmony generally, augurs well for that unity of endeavor which ought to be established in the future between pharmacy and medicine.]

DR. MCCORMACK'S ADDRESS.

Hailing from the State that gave Lawrence Smith, Shaffer, and Diehl to the pharmaceutical world, I feel it to be a distinguished honor to present myself as a fraternal delegate to this the leading pharmaceutical organization in this country from the American Medical Association, and to be the bearer to you of its most cordial greetings. But this does not include all my mission; I am here in a dual capacity, with duties more important and delicate, as I understand them, than the pleasant and more or less perfunctory ones of a mere fraternal delegate. I am here by special invitation of your secretary to explain and give the reasons for certain criticisms of your fraternity embraced in my official report to our association at its recent meeting in Atlantic City. In other words, as he so kindly and courteously expresses it, "For a heart-to-heart talk over matters of great interest to both vocations, upon the subject indicated in the above title."

THE ATLANTIC CITY CHARGES.

In the Atlantic City report, speaking of that class of the proprietary people and their allies who are "undesirable citizens" and their adroit crusade

against the wonderful drug reform in which the medical profession and country have been awakened, largely through lay efforts, I said:

While these misrepresentations have done so little harm with the membership, I am convinced that they have kept many from joining the societies and have crippled our usefulness in many other ways. As one evidence of this, they have arrayed the retail druggists against us almost solidly in many States. At every capital visited I have found a strong force of drug men working under the direction of expert lobbyists representing the National Association of Retail Druggists, backed by the proprietary interests, against the legislation proposed by the profession in the interest of pure food and drugs, with all of their expenses borne by that body. In every instance an attempt was being systematically and often successfully made to confuse the minds of legislators by the introduction of decoy bills prepared by their central bureau, but cunningly altered as to wording in the various States to hide their common origin. It was found in every instance that legislators were also literally inundated by letters and telegrams from their drug and newspaper constituents in the interest of these now fully exposed and recognized frauds. As a real friend of the pharmacists, one who has always been wedded to the prescription method of dispensing, the discovery of this almost universal ascendancy of the quack interests over this trade was a painful one. It evidently means that we have come to the parting of the ways with these druggists, and must arrange to dispense for ourselves, as is being done in other countries, unless prompt steps are taken in a comprehensive way to restore proper relations with them.

The above was by no means intended to apply to all pharmacists. A respectable minority was found in all the States who could not be enlisted under the banner of Colonel Duple and other peripatetic philanthropists, or indeed to join in their efforts to debauch and mislead legislators. You will note also that I hold a large element of our own press and people responsible for many of these abuses. This will be duly enlarged upon and emphasized later on in justice to all concerned.

NARCOTIC SELLING BY DRUGGISTS.

While these criticisms probably do not apply to any member of your great association, they form a very small part of what must be said if the whole truth is to be told about the methods of the rank

and file of the drug trade over this country. As a part of the regular every-day business druggists of the class of which I am speaking sell to innocent men and women and even for helpless children, who are trying to obtain relief from disease, habit-producing liquors and drugs which they cannot but know will work a ruin compared with which death would be a mercy. For the benefit of those who have been made habitués by the small and insidious doses so persistently urged as harmless before legislative committees and elsewhere, whisky cures composed chiefly of whisky and morphine cures almost wholly of morphine, and other things equally nefarious, known as such to all except those who will not see and hear, are advertised daily in the small and often in the large cities all over the country, over the personal guarantee and assurance of cure of those recognized as reputable pharmacists.

As an evidence of the results of this business, which is impossible without the complicity of druggists, on a recent visit to the State Inebriate Asylum of Iowa I was informed that the official records of that institution showed that over 75 per cent of all who had ever been treated there owed their condition to these habit-producing nostrums, in instances the particular one bringing about their downfall being named. If time permitted, similar testimony might be furnished from other institutions and almost without limit from the experience of private practitioners, especially of the debauchment of unsuspecting women and children from this cause.

COMPLICITY OF THE PHARMACIST WITH THE PATIENT MEDICINE PROPRIETOR.

Aside from the victims of this infamy there are three factors now fully recognized as essential to the continued existence of these proprietary medicine evils. These are the proprietor or manufacturer, the public and religious press as advertising mediums, and the drug trade. It could not thrive for six months without the complicity of all three of these agencies. In another connection I shall attempt to show that one of the three classes named, your people, profit least by the nostrum business, and that the legitimate drug trade would be far better off financially without it, but what I am trying now to convince you is that the whole thing is morally wrong and that, profit or no profit, you cannot afford longer to permit the great vocation you so ably represent to be a party to it, or to

stand arrayed against legitimate legislation for the mitigation of this evil.

ON COUNTER-PRESCRIBING AND VENEREAL DISEASES.

For the lack of time I shall only say upon the general subject of counter-prescribing that, while it is under the condemnation of both professions as indefensible, I find it distinctly embraced in the teaching course and examinations of some of your leading colleges for the past year. It is my intention, however, to deal frankly with one phase of this question which, properly understood, is of almost national importance. I refer, of course, to the treatment of venereal diseases. "The Great Black Plague," by druggists and their little boy clerks. Gonorrhea, especially, is now recognized as one of our most important and, if neglected or improperly treated at the outset, one of the most incurable of diseases, and yet my investigations convince me that in most sections of the country in from 50 to 75 per cent of cases the primary treatment is taken in drug stores at the hands of those who would not seriously pretend to have any training or qualification for a work which often taxes the highest capacity of the specialist. Often this gravest of diseases is made a matter of sport, and the young man, having faith in what has been done for him, but usually dangerous as long as he lives, marries and immediately infects some trusting, pure woman. As to the importance of all this it is only necessary to say that it is estimated by our best surgeons that over 50 per cent of the operative work done for women in this country every year is due to this disease, and my investigations show that very much of this can be traced to this phase of drug-store practice. I am discussing this subject frankly before medical and mixed lay audiences every day, always giving the druggists an opportunity to respond, and I am insisting that this practice shall be broken up, regardless of how they may feel about the other reforms proposed. Of the evils of substitution and kindred matters I may have your permission to speak at another time.

THE FAULTS OF PHYSICIANS CONFESSED.

This is only one side of the shield. The other relates to the sins of omission and commission of the medical profession in this connection, and it is not a pleasant picture. Druggists tell me, in many sections, that they do not get a "square deal" from their physicians, and this complaint is often

confirmed by my inquiries. This is partially due to the gradual drifting apart and coincident misunderstanding of the two vocations; to which I shall refer later on, and still more to the loose and hazy teaching of pharmacology and therapeutics in most of our medical schools before the recent awakening. In consequence of this lack of training a large element of our profession became easy marks for the pleasant and plausible detail men, and, through their joint efforts, the shelves of the druggists and the stomachs of the patients were overloaded with preparations which recent developments have shown to be not only of doubtful but often of harmful composition.

In the same way, and from the same causes, many physicians became dispensers of pills, tablets, triturates, and other preparations of doubtful composition, short in weight, and otherwise so defective as to have little or no therapeutic value, or to be entirely misleading. Probilin, coming to us with a foreign mark, but unknown in the country of its nativity, approved and exploited by one of our leading firms of manufacturing chemists, which was so recently exposed by the Council of Pharmacy, is only one of many instances which might be cited in this connection.

In the name of honesty and decency in medical and pharmaceutical practice, and still more in the interest of afflicted humanity, for whose benefit we shall all exist, I insist that the continuance of such evils as I have referred to in both professions and all similar ones should be made impossible.

LEGISLATIVE REFORMS NEEDED.

For I contend that we, and especially the leaders of our organizations, are wholly responsible wherever quackery, incompetency, or other frauds or impositions exist in either vocation, as the medical and pharmacy laws upon the statute books of every State were put there by our professions respectively. Unfortunately, the people have taken only too little interest in either their enactment or enforcement. If they are so defective as to protect neither the health and lives of the people nor our good names, it was because we did not possess the knowledge which would enable us to draw them correctly, or because we were unable to attain such concert of action as would secure their passage as drawn and their enforcement afterwards. And there has been a sad lack of coördination between the States as to all of this legislation. There should be model bills

drawn by some central body, covering the several phases of the work in the true scientific as distinguished from an improper commercial spirit, which could be easily adapted to the condition and needs of any State. No less important, the public sentiment should be developed and fostered which would make the laws effective when passed.

In our profession we are making rapid advances in all of these matters. Of the work of the Council on Pharmacy, most of the members of which are distinguished members of this body, likewise serving gratuitously, it is not necessary that I should say much in this presence. Recognizing that the results of its labors are of incalculable value to honest medicine and pharmacy, the Council and our great journal, which is its mouthpiece, have back of them our solid profession, as we believe is justly due to both the Council and the Bulletin of this association, not only from you but from all reputable pharmacists.

PHARMACY AND MEDICINE URGED TO WORK TOGETHER.

Much as has been accomplished, we recognize not only that our work is in its infancy, but that the results of much of it must be very imperfect or long delayed unless we can secure the loyal, cordial coöperation of the rank and file of your people. In the light of what has already been said, we also feel that a stage has been reached in our relations which will not be much longer endured by either side, and that we should at least try soon to reach an understanding if we are not to drift as entirely apart as has occurred in other countries. I earnestly believe that we can and ought to get together. We must get back to the Pharmacopœias and the National Formulary, and have at least as much care of what we furnish for the sick as the soldier does for the condition of his ammunition, and that each prescription is to be adapted to the individual case. This does not in the least interfere with the use of preparations of known composition and value, proprietary or otherwise, which can be better made in large quantities, but it will put an end forever to all secret nostrums, whether simply valueless, misleading, or dangerous. Not only are we urging this kind of instruction upon our schools for the benefit of the future physician, but we are making it a prominent feature of the postgraduate course which is being put before every county society in the United States.

THE A. PH. A. SHOULD TAKE AN ACTIVE PART.

I feel sure that no argument is required to induce such a membership as yours to appreciate such a work, but I am here to plead with you to do much more than this—to take an active, aggressive, a leading part in it. I believe that there should be such an effective alliance, offensive and defensive, between this organization and the American Medical Association as will insure only pure drugs for the sick people of this country. This would require joint action, through committees and otherwise, in framing, passing, and enforcing the necessary legislation, and, in what is even more important, as a necessary premise for all this, such a campaign of education, systematically conducted over the entire country, as will give the professional and public sentiment without which all such legislation is almost worse than useless. Aside from the moral wrong involved in the nostrum business, about which enough has been said, it should be urged upon the rank and file of the drug trade that it has only enriched the manufacturers and has always been an unprofitable curse to most of them. Thanks to *Collier's*, Mr. Bok, and *Everybody's*, the more intelligent portion of the public and a most important element of the lay and religious press are already with us, we have about finished our contest with the venal and misled medical press, and the time is most auspicious for the inauguration of such a campaign.

A FINAL PLEA FOR COÖPERATION.

I am by no means sure that I am saying all of this in the best way. I fully appreciate the difficulties of my position, especially in that I have so little information as to the personal view-point of your members as to these matters. However faulty may be my presentation of the subject, and the plainness and bluntness of my speaking, I beg to assure you of the kindness of my intentions, and of the earnestness of the desire of those I represent to be in such harmony with you that we may work in hearty coöperation. We want you to help us make the Council of Pharmacy and the Section on Pharmacy and Therapeutics, or some other agencies of this kind, centers in and around which the two professions may gather for these purposes. At best the task will not be an easy one. Nearly everything worth while doing in this world is difficult. The interests against which we will contend are strongly entrenched, they have great

wealth, and experience has shown that they are little troubled with scruples. Still, the spirit of reform is abroad in the land, and our cause is so just and the evils so easily exposed that, with two such professions as ours, organized as they should be, and their hands joined in the work, the final result should not be a matter of doubt.

DISCUSSION PROVOKED BY DR. McCORMACK'S ADDRESS.

Dr. Henry H. Rusby, dean of the New York College of Pharmacy, opened the discussion with a short talk bristling with epigrammatic truths. "When physicians stop dispensing, pharmacists will respect them: when pharmacists convince physicians that they are competent coadjutors, physicians will in turn respect them." Let each profession set about correcting its own defects instead of continuing to criticize the defects of the other. There has been too much retaliation in the past, and it has done harm rather than good. The present methods of reform are auspicious, and they are being conducted along right lines. Pharmacists and laymen alike are being taught the iniquity of the nostrum, and the "effort of the N. A. R. D. to uphold and sanctify the patent medicine has failed absolutely." The Council of Chemistry and Pharmacy of the American Medical Association, made up of members of both the A. Ph. A. and the A. M. A., and thus comprising a joint bureau, is rapidly rooting out the frauds in medicine, and we have entered upon a truly educational renaissance.

MR. DINER DEFENDS THE N. A. R. D.

Jacob Diner, of New York City, objected strenuously to the charge of Dr. McCormack that the N. A. R. D. had maintained a lobby at State capitals to assist the patent-medicine men. Colonel Duble, indeed, had not been in any way connected with the N. A. R. D. for over two years, and he must have represented some other organization or "interest." It was true that the N. A. R. D. had opposed certain bills, but it had done so because these bills were contrary to the interests of both the pharmacist and the public and were fostered by the American Medical Association for selfish purposes. He indignantly denied the charge that 75 per cent of narcotic habitués owed their condition to the sales of cocaine and the like by the druggist. The physician with his hypodermic syringe did quite as much harm in this direction as the pharmacist. Mr. Diner spoke at considerable length and with much vigor and eloquence. He was vigorously applauded when he took his seat.

"FORGET THE PAST," SAYS PROFESSOR HALLBERG.

Prof. C. S. N. Hallberg, of Chicago, sought to pour oil upon the troubled waters. "I hope," he said, "that we won't forget the advice of Solomon—Solomon Solis-Cohen, who advised us in this room on Monday afternoon to forget past differences and to start out on fresh paths. Let us cast away from the moorings of the past and let us not permit the present meeting to degenerate into a session where the pot calls the kettle black."

DR. MUIR MAKES A FEW CRITICISMS.

Dr. William Muir, the doughty defender of things pharmaceutical from Brooklyn, rejected Professor Hallberg's advice and announced his agreement with Mr. Diner. He had found from wide experience at the State capitol in Albany that physicians wanted the whole thing. They wouldn't listen to reason. Last year in New York, for instance, they insisted upon the passage of a law preventing the sale of opium in every form, even including paregoric. Physicians never would work in coöperation with pharmacists, and it was quite useless to expect it. He furthermore agreed with Mr. Diner that the hypodermic needle in the hands of the physician was more responsible for the development of cocaine habitués than was the sale of goods over the pharmacist's counter.

MR. HYNSON PLEADS FOR COÖPERATION.

Henry P. Hynson, the well-known "ethical" pharmacist from Baltimore, warmly defended Dr. McCormack and declared that he had meant to make no statements which were not accurate. He had heard Dr. McCormack's talks to mixed audiences of physicians and laymen, and he believed that his assertions were always fair and just. He was sure that Dr. McCormack wanted humanity bettered and pharmacy and medicine improved and placed on a coördinate basis. "Let us get together," was Mr. Hynson's parting injunction.

PROFESSOR SEARBY'S DOUBTS.

Prof. W. M. Searby, a pharmacist of long experience in San Francisco, and president elect of the A. Ph. A., felt rather skeptical about the establishment of better relations between pharmacists and physicians. Why? Because in the city of San Francisco many of the physicians had always insisted upon receiving a commission upon their prescriptions. Such a condition, he declared, stands in the way of moral and ethical betterment. He believed, furthermore, that in legislative matters physicians usually insisted upon their own type of bills, refused to listen to pharmacists, and then complained that the latter were subsidized by some "interest" or other, when, in self-defense, they were compelled to oppose such legislation. "In any coöperative work with physicians," concluded Professor Searby, "we must insist upon being treated as equals, with equal dignity and equal privileges and rights."

Dr. C. B. Lowe, of Philadelphia, heartily commended what Dr. McCormack had said about the practice of a few druggists in treating venereal diseases. This was an evil which should be corrected. As for counter-prescribing, he thought it should certainly be discouraged, although he believed that a college of pharmacy was justified in preparing its students to handle first-aid-to-the-injured cases.

DR. ANDERSON AND PATENT MEDICINES.

Prof. W. C. Anderson, dean of the Brooklyn College of Pharmacy, joined issue with Dr. McCormack on the patent-medicine question. He declared that physicians wanted pharmacists to throw out *all* patent medicines, and they wanted this for selfish class reasons. The attitude of the honest pharmacist, on the other hand, was to abandon the sale of those particular proprietary articles which are found to be harmful, but to continue the sale of others from a conviction of the fact that they rendered a service to a certain portion of the public, particularly to the poorer people. In New York State,

declared Dr. Anderson, pharmacists had enacted an anti-cocaine law and had ceased selling a considerable number of proprietaries containing this narcotic. As fast as physicians and others can convince us that products are really harmful, or are in the nature of fakes, we shall throw them out, but we cannot consent to taboo the entire patent-medicine business. Dr. Anderson concluded with the remark that "the happiness, the welfare, and the comfort of mankind should be the great aim of both professions." He took his seat amid tremendous applause, and it was evident that he had expressed the general consensus of opinion.

"LET US HAVE PEACE," SAYS DR. MCCORMACK.

In closing the debate, Dr. McCormack very successfully healed over any wounds which had been caused by his address earlier in the morning. He asserted that "whatever we have done in the past we should avoid doing in the future. The attitude of pharmacists and physicians ought to be like that expressed by the old gentleman who was asked by his host whether he would take tea or coffee. 'That depends,' he said, 'on what I had last. If it was coffee, I want tea. If it was tea, I want coffee.'" Dr. McCormack believed there were grave faults in both professions, and he declared that if the pharmacists who were present could hear him talk to his own people sometimes, they would think his strictures on the present occasion were very mild. As for Colonel Duble, he was glad to know that he had not been representing the N. A. R. D. in his activities at the State capitals. Referring to Professor Searby's charge, he expressed the positive conviction that any doctor who accepted a commission, and any druggist who granted one, was a disgrace to his profession. Personally he would rather take money out of the pocket of a well man at night rather than to remove it from the pocket of an invalid both day and night. He urged the two professions to get in close touch with each other. The State committees on both sides should work in unison. The national committees of the A. M. A. and the A. Ph. A. should join hands, and he believed that the committees on legislation of the two bodies could together work out a practical and satisfactory patent medicine law. "We are one great profession," he said, "and we should work together with one common end in view. I come to this meeting holding out the olive branch, and if I have said anything unjust let it be unsaid. In the words of the great general who afterwards became president, 'Let us have peace.'"

A RESOLUTION PROVIDING FOR COÖPERATION.

At the conclusion of the debate, Dr. Robert S. Hatcher, formerly of Cleveland, now of New York City, offered a resolution that the Committee on Legislation of the A. Ph. A. be instructed to coöperate with the Committee on Legislation of the American Medical Association in the furtherance of such legislation as would be of mutual benefit to the two professions. This was unanimously adopted after it had been amended by Dr. Whelpley in such manner that the Legislative Committee of the A. Ph. A. will seek also to get the State medical and pharmaceutical societies to work together in the same way. To be still more positive that proper results would be forthcoming, it was moved to have the general secretary of the A. Ph. A. write the State pharmaceutical associations and bring the matter to their attention.

A PREACHMENT ON THE INVENTORY.

Its Vital Importance to the Druggist Who Wants to Extract the Most from His Business—Practical Ideas in Stock-taking—How and Where an Inventory Proves Its Usefulness.

By HARRY B. MASON.*

The Secretary of this Section, in asking that I present a paper on inventory-taking for the present meeting, remarked that in his recent travels among druggists he had been astonished to find how few of them ever took stock. With equal astonishment I have made the same discovery myself from correspondence conducted with druggists all over the country during the last two or three years.

A WARNING.

Now, gentlemen, I am neither a prophet nor the son of a prophet, but I want to say with as much conviction as in me lies that the day has come when the American pharmacist must do business in accordance with twentieth century methods. He will rue it if he doesn't—that's all!

Trade is to-day conducted on a scientific basis. Every detail is watched with constant scrutiny. Waste is eliminated. By-products are utilized. Expenses are reduced. Has the druggist realized these things? Has he adapted himself to the changes which are taking place around him? For the most part he has not, and we need go no further to discover why he has in so many instances been all but crushed by such rivals as the large retailers in his own line, the department stores, the United Cigar Stores Company, and other competitors that might be mentioned.

It is simply the familiar lesson of evolutionary science. Changes are slowly taking place in the drug business as they are taking place in every other department of commercial and industrial life. The druggist who adapts himself to his transforming environment will "survive." The druggist who does not make the adaptation will fail. This same struggle for survival has been fought out among plants, among animals, among men, and among the institutions of men, ever since the earth was first

blessed with life; and it will continue to be fought out to the end of time. The "fit" remain. The "unfit" perish.

THE PHARMACIST MUST CHANGE WITH THE TIMES.

Not long since a friend of mine and myself were unfortunate enough to capsize in a sailboat. Simply because the cockpit had been a very safe and comfortable place before, did we continue to sit there and let the water roll over us? Not much. We hustled over the rail, climbed out on the upturned bottom of the boat, and perched there as chipper as you please.

All this means that the druggist must change with the times if he desires to hold his own. He must abandon the loose business methods which have satisfied him in the past. He must learn to avail himself of his cash discounts. He must watch his book accounts with creditors. He must make prompt collections. He must prevent the accumulation of dead stock. He must buy wisely, sell aggressively, and advertise skilfully. He must know his percentage of expense; he must understand his percentage of profit; and he must realize whether a given transaction yields him returns or causes him an actual loss.

The inventory, which I am particularly invited to discuss in this paper, forms the very basis of the structure. It is the first thing to which that druggist should give his attention who desires to do business in a businesslike way, and who has reached the point where he wants to *know* and not to *guess*.

Without some system of business accounting, it is impossible to know what one's expenses are and whether a given sale really yields a profit or not. And without inventory figures back of such a system, it is well-nigh worthless. There are thousands of druggists who delude themselves into the lazy and comforting deception that their stock remains the same and that the money which they have spent for living during the year, plus that on

*Read before the Commercial Section of the American Pharmaceutical Association at the meeting in New York City, September 2 to 7, 1907.

hand at the year's completion, represents the net profit which their business has yielded them. This is a careless, unscientific, inaccurate practice which no wise business man should countenance for an instant.

UNFORTUNATE EXPERIENCE OF A CANADIAN DRUGGIST.

A druggist in Canada who had never taken stock, and who fancied that he knew the condition of his business without it, found when he came to sell, and when an inventory was insisted upon by the purchaser, that the stock and fixtures were not worth within \$1500 of what he had imagined. This slump had taken place in a little more than three years. Each year, then, he had been deceived in his figures to the extent of \$500. If this amount had been deducted from his annual profits, as it should have been, he would have known what his actual income was and could have lived accordingly. As it was, he probably spent \$500 of his permanent principal every year without suspecting it for an instant. Then, too, had he been in possession of the real facts he would have realized what his percentage of profit was and could have awakened himself to the necessity of improving the situation either by increasing the rate of profit or decreasing the rate of expense.

Now this was just an average case. It was not at all unusual, and I have no doubt that it could be duplicated hundreds and even thousands of times. In my correspondence with druggists I have been brought in contact with numerous cases where the inventory figures have disclosed annual differences in the value of the stock to the extent of anywhere from \$200 to \$2000, according to the size of the store and the nature of the circumstances. The stock in any store is constantly shifting; the prices are forever fluctuating; the fixtures, and particularly the soda fountain and its appurtenances, are always undergoing depreciation; and the druggist who is not aware of the exact nature and extent of these changes is not in position to know where he stands. He may fancy his percentage of gross profit to be 40 when in fact it is only 30, and he may consequently be losing money on many transactions which he fondly believes are yielding him good returns. He may be eating up his capital slowly in utter ignorance of it—and ignorance is not always bliss when the awakening comes!

A COMMON OBJECTION.

I read a paper on a subject allied to this at a meeting in Philadelphia not many months ago, and a well-known pharmacist in that city of pharmaceutical ideals, in discussing the paper afterwards, took me severely to task for insisting upon annual inventories as the basis of any system of business records and profit calculations.

"It's too much trouble and it's entirely unnecessary," he declared. "You can know the conditions near enough without it. I did think last year I would take stock, but I never struck such a job in my life. It was endless. I began in the summer and I haven't finished yet. I don't think I ever *will* finish, and I shall certainly never attempt the task again."

The worst of it is, the audience laughed sympathetically, as though the experience were a common one.

SOME PRACTICAL POINTS.

But this druggist's position is absolutely untenable. An inventory isn't such a tedious and endless job if the druggist goes at it in the right way. He should select a season when trade is dull and sales are few. He should put himself and all his clerks at the task. He should keep at it steadily and systematically until it is done, working nights up to one or two o'clock in the morning, letting everything go that can be escaped, and perhaps selecting some Sunday for a part of the work when the store can be closed arbitrarily even if it is not the custom. Attacked with this spirit and in this manner, the inventory can be completed in two or three days at the most, and probably in a still shorter time.

It isn't necessary to weigh every last article in the store. The hundred and one fluidextracts, for instance, need not be separately measured, entered, and priced. Every practical requirement will be met if a mental calculation is made of the total volume of fluidextracts, and if an average price is assumed of, say, \$1.25 per pound. The same method may be followed with sufficient accuracy in the case of tinctures, pills, tablets, and similar groups of articles. Average costs can easily be determined by a little calculation.

Costs and values should not be recorded, however, when the inventory is being taken. To do so would delay the operation unnecessarily—and

perhaps we have here one reason why our Philadelphia friend got stuck in the middle of his task. The figures can be entered at leisure afterwards. Of what use anyway would an inventory be that was prolonged through a considerable period of time, as happened in the case of the Philadelphian? How much accuracy would it possess with sales and purchases going on continuously.

As for the book to be employed, either a ruled blank book filled in with the record of your own stock, or a druggist's inventory book already printed for the purpose, would do, but the former, after once prepared, would fit individual requirements more satisfactorily. Columns could be left for future years, so that the names of the goods themselves need be written on the first occasion only, save in those relatively few cases where new articles were put into stock. Two men should work together, one calling off the articles and quantities, and the other, book in hand, writing them down.

DON'T IGNORE DEPRECIATION!

Merchandise and fixtures should of course be separately itemized and recorded. The former may be taken at its market value if not shopworn or otherwise deteriorated. With the latter a percentage should invariably be written off for depreciation—ten per cent for the soda fountain and five per cent for the show-cases and shelving are the usual figures. As for book accounts, no definite rule can be laid down. Some are bad and are really worth little if anything at all, while others are worth perhaps 50 or 75 per cent of their face value.

But in writing this paper I have not sought so much to go into the thousand and one details of stock-taking as to point out the important part played by the inventory in modern business. I have been anxious to show that it is the very heart and core of any system of business accounting, that without it the druggist could not know with sufficient accuracy where he stood, that he could not understand what his profits actually were, that he could not always know whether he was really making money or losing it, and that in any event he was not in position to conduct his business in the scientific manner demanded by the fierce competition of the time.

Have I succeeded in my task? I certainly hope so.

DISCUSSION OF MR. MASON'S PAPER.

Autumn V. Pease, of Fairbury, Nebraska, opening the discussion of the paper, agreed with Mr. Mason that annual inventories were an absolute necessity. For purposes of facility, he favored Mr. Mason's method of lumping together such groups of articles as fluidextracts, tinctures, tablets, and the like. He had found that this method worked out very accurately and satisfactorily. In estimating values for the inventory, he always figured in goods at their cost price, which was invariably put on the package when it is first received in the store. To be sure, some prices afterwards advanced, while others declined, but it had been his experience that the appreciation in one place just about equaled the depreciation in another. In placing an inventory value on book accounts, he always wrote off 20 per cent for depreciation. A separate book was used for recording the fixture account; titles were placed on the left-hand page, while on the right a separate column was used for carrying out the figures each year. For his stock record Mr. Pease said he had found a new book necessary every year, and this because the stock was often changed in location in the store, new articles were also purchased, and he found that the book of the previous year did not fill the bill.

WEEKLY STOCK ESTIMATES.

Rising again later in the discussion, Mr. Pease told how he supplemented his annual inventory with a weekly estimate of the value of the stock, based upon sales. He arrived at the figures in the following manner: From long experience he knew that his gross profits averaged 35 per cent; sales to the extent of \$500, therefore, represented goods costing \$325; and by subtracting \$325 from the stock figures of the week before, and then adding the purchases made in the meantime, the present value of the stock was arrived at. Mr. Pease incidentally stated that his stock averaged about \$15,000, and he declared that his weekly estimates were so accurate that the inventory at the end of the year did not usually disclose a difference of more than \$40 or \$50.

Frank H. Carter, of Indianapolis, announced that he kept a pretty close tab on his business, but that he had found inventories impracticable. He was in somewhat the position of the Philadelphian, quoted in Mr. Mason's paper, who had once begun the task but had never been able to complete it.

DEPARTMENT RECORDS.

Jacob Diner, of New York, believed in the vital necessity of annual inventories, and even went so far as to declare that monthly stock-taking would richly pay for itself in benefits received. He spoke also in favor of keeping department records. He personally kept an account with every department in his store, notably with those having to do with cigars, perfumery, and soda water. Purchases and sales were recorded; expenses were charged up, and Mr. Diner was then in position to know what each department was doing for him. If it failed to make a profit, he was in position to boost it until it did—either that, or else abandon it in favor of some other line of goods.

Another speaker declared that he had tried to establish department records and to keep track of department sales through the use of the different keys on his cash register. He

had found, however, that "he did not need an intricate cash register so much as he required a piano player." This raised a temporary laugh, but the point was quickly answered by Mr. Diner, who declared that it was only necessary to have department registers or cash drawers.

Charles W. Benfield, of Cleveland, pointed out that one of the great advantages of having an adequate inventory was realized when one had occasion to settle an insurance claim. Woe to the druggist who is unfortunate enough to have no inventory when the insurance adjusters get after him! Dr. W. C. Anderson, of Brooklyn, remarked later in the discussion that a druggist ought to keep his inventory at home so that it would escape destruction if the store were burned up.

SEVERAL GOOD SUGGESTIONS.

Continuing, Mr. Benfield said he had used the "lump method" of appraisal suggested by Mr. Mason. On one occasion he had tested the method with pressed herbs to determine how accurate it was. Estimating these to be worth on an average of 20 cents a pound, he had found by a detailed calculation of his actual stock that an average was struck of 19¾ cents. In taking the inventory, he used a small book of 40 pages, which can easily be handled by the entry clerk. Another point: it is his practice to go through the stock before the actual inventory is begun, record amounts of the goods on tickets, and then make deductions representing the stock sold afterwards. On the day the inventory is taken it is thus a very simple matter to record the net figures. By this method it is possible to take the inventory very quickly, and another advantage is that the results are not interfered with by the fact that sales are going on continuously.

THE "LUMPING METHOD" CRITICIZED.

Henry P. Hynson, of Baltimore, asserted that nothing was more important to the retailer than his inventory, and that he always dwelt upon it in teaching his classes in the Maryland College of Pharmacy. He disagreed with Mr. Mason, however, and likewise with Messrs. Pease and Benfield, in their sanction of the lump method—the method of striking an average cost with such lines of goods as fluidextracts, tinctures, and pressed herbs. He thought this habit was a vicious one in that it might grow on the pharmacist until the whole stock would be "lumped."

It was also brought out in the discussion that in case of a loss by fire, an inventory would probably be more valuable, and would be received with greater credence by the insurance adjusters, if every article were separately itemized and valued. In this connection Mr. Hynson stated that the fire which had swept down upon Baltimore some years ago had taught the merchants of that city certain things about an inventory. It was desirable to give the location of goods, as being, for instance, in the "south front window," etc. The insurance companies discount estimates wherever they have an excuse for doing so.

WHOLESALESALE'S METHODS.

Thomas F. Main, a New York jobber, remarked that professional accountants inventory the fixtures in a separate

book and keep them at their original cost. Something is written off every year for depreciation, but this is subtracted from the profits. Mr. Main thought this plan a better one than to change the inventory figures annually. Taking up another phase of the question, he stated that wholesale houses must make their inventory in a single day in order to reduce to the smallest limit the fluctuations caused by the sales going on concurrently. The ticket scheme suggested by Mr. Benfield is used by wholesalers for purposes of greater rapidity and despatch—that is, the weight of a substance is first put on the tickets, and sales are then deducted until such time as all hands are in readiness to take the actual inventory. Mr. Main also agreed with Mr. Hynson that every article should be separately weighed and entered and that the lumping method should be discouraged.

John C. Gallagher, of Jersey City, New Jersey, declared that up to a few years ago he felt much as Mr. Carter has expressed himself, that an inventory was an endless job. Circumstances were such, however, that he was compelled to take stock, and he found to his surprise that the whole job was completed between the hours of 9 o'clock at night and 3 o'clock the next morning. The ticket method suggested by Messrs. Benfield and Main was used on that occasion. More time, however, was consumed in carrying out the figures, but since this could be done at leisure there was no particular hurry about it anyway.

SEVERAL ASPECTS OF THE QUESTION.

Closing the discussion, Mr. Mason said he had no particular desire to insist upon the efficacy of the "lumping method" of invoicing certain groups of articles in the face of the objections brought forth by Messrs. Hynson and Main. It must be remembered, however, that Mr. Hynson presided over a large retail store, while Mr. Main's connection was with a large wholesale business. In concerns of such size, of course, every item should be separately estimated and priced, while the retailer, with a comparatively small business, would find that the lump method, if not carried to excess, would be sufficiently near the truth for all practical purposes. Mr. Mason criticized Mr. Pease's practice of entering goods on the inventory at their original cost price, regardless of their present market value: he thought this would sometimes lead to errors of considerable dimensions. Answering Mr. Carter's objection that the inventory was a tedious and complex proceeding, he said it was only necessary to point to the experience of Mr. Gallagher, who had found to his own surprise that the whole job was completed in six or seven hours. Mr. Mason asserted that in the large drug stores, where inventories are taken with great regularity and thoroughness, the force works all night until an early hour in the morning, and keeps this up for two or three nights if necessary. Usually, however, the inventory can be completed in two days at the most if it is gone at in the right way. Concluding his remarks, he expressed his pleasure that the paper had aroused so interesting and profitable a discussion, and he repeated his conviction that nothing was of more vital importance to the retail merchant than his annual inventory.

SEVERAL PRACTICAL PAPERS.

Abstracts of Contributions Read Last Month Before the Section on Practical Pharmacy and Dispensing of the American Pharmaceutical Association—Many Useful, Helpful Suggestions in Manipulative Pharmacy.

A number of valuable papers on manipulative pharmacy were read last month before the Section on Practical Pharmacy and Dispensing of the American Pharmaceutical Association, at the meeting held in New York City at the Hotel Astor. Abstracts of many of these papers we are presenting in this place:

GLYCERIN, BENZOIN, AND ROSE WATER.

Franklin M. Apple, of Philadelphia, had a paper devoted to the familiar toilet mixture of glycerin, benzoin, and rose water. After repeated experimentation he had come to the conclusion that this preparation should not be prepared extemporaneously. It was impossible to dispense it satisfactorily by merely mixing the ingredients together in the customary manner. It should be carefully prepared and kept as a regular stock product. He suggested the following formula and method of manipulation:

Tincture of benzoin3 drachms.
Glycerin8 ounces.
Rose water, enough to make.....1 pint.

Add the tincture, in repeated portions, to four fluidounces of the glycerin, agitating thoroughly after each addition. Allow the mixture to stand for an hour and then add, in small amounts and with thorough agitation, enough rose water to make eight ounces. At once strain the mixture through a *very finely meshed* straining-cloth, rubbing it through the cloth with a glass rod or a cone spatula. Repeat this operation three or four times, thereby breaking up completely the curds formed by the precipitated resin of the benzoin, and preventing their agglutination by enveloping them with a watery menstruum. After letting the mixture stand for several hours add the remainder of the glycerin and the rose water, in the order named, with thorough agitation after each addition. A fine, creamy product is the result. At first curds will float upon the surface, but they will gradually settle to the bottom.

Mr. Apple exhibited a specimen of the mixture which he had made nearly a year before. It was in excellent condition and was certainly a commendable product.

CATAPLASM OF KAOLIN.

H. C. Blair, of Philadelphia, in a short paper on cataplasm of kaolin, remarked that if the clay

is not thoroughly dry before the glycerin is added the result will be very unsatisfactory. The glycerin will separate somewhat on the one hand, or, on the other, the mixture will swell when put into cans. He suggested also that this product was better and more homogeneous when made in a powder-mixer. Small quantities, however, such as one kilogramme, could be prepared successfully in a mortar. The two points to be observed in making the product are (1) the careful drying of the clay, and (2) the thorough mixing of the several ingredients.

THE SODIUM OLEATE PILL COMBINATION.

M. I. Wilbert, apothecary of the German Hospital in Philadelphia, read a paper on the acid-sodium-oleate-pill combination which has attracted considerable interest of late. One of the proprietary pills of this type he had found to contain only one-quarter grain of phenolphthalein instead of the one and one-half grains claimed to be present. For use in the German Hospital he had worked out the following formula:

Sodium oleate0.1
Sodium salicylate0.1
Phenolphthalein0.06
Menthol0.015

This product is dispensed in capsules and not in the form of pills.

Asked what "acid sodium oleate" was, Mr. Wilbert replied that it was not a true chemical. It was merely a mixture of sodium oleate and oleic acid, with perhaps two-thirds of the former and one-third of the latter.

SYRUP OF CITROCHLORIDE OF IRON, N. F.

Prof. A. B. Stevens, of the University of Michigan, gave an interesting verbal abstract of a paper on the N. F. syrup of citroiodide of iron. He declared that the formula which has been printed in the N. F. for many years is not strictly correct. It is based on the supposition that the end product is a ferric compound, and the consequence is that a little free iodine is left, which gives a slight color to the preparation. This is due to the difficulty

of washing the filter with the small amount of distilled water prescribed—one fluidounce. If more water were used in washing the filter the results would be better. A more effective remedy, however, is to remove the excess of iodine by agitating the product with dry starch, afterwards resorting to filtration. This leaves a nice, green solution. Professor Stevens expressed the opinion that the so-called citroiodide of iron in this product is a double compound in which the iodine and the iron are not combined at all. The iron is present in the form of a citrate and the sodium is present in the same manner, both citrates being in combination.

DETERIORATION IN TINCTURE OF IODINE.

Prof. Charles H. La Wall, of Philadelphia, had conducted an interesting series of experiments with the pharmacopœial tincture of iodine. Before describing them he pointed out the familiar fact that the U. S. P. tincture of 1890 was a very unstable product. In the eighth revision of the U. S. P. the addition of potassium iodide had been made to the formula for the purpose of making the product more permanent. It had occurred to Professor La Wall that some of the other halogen salts might possibly serve the purpose just as well and be cheaper. He therefore conducted some experiments with potassium chloride instead of potassium iodide.

Three lots of the tincture were made—one after the formula of 1890, one after the formula of the eighth revision, and one substituting potassium chloride for potassium iodide. At the end of a week No. 1 had deteriorated to the extent of 25 per cent, while Nos. 2 and 3 were still in good condition. At the end of six weeks No. 1 had still further deteriorated, No. 2 had suffered a slight deterioration, and No. 3 had deteriorated somewhat more than No. 2. At the end of fourteen weeks No. 1 had deteriorated to three-fifths of its original strength, No. 2 had remained almost unchanged, and No. 3 had lost about one-tenth of its iodine. The conclusion was thus reached that the U. S. P. formula made a stable product when the preparation was kept under proper conditions, and that the substitution of potassium chloride for potassium iodide was not to be encouraged.

Incidentally it may be pointed out that Professor La Wall had divided all three products into two lots each, putting one in the light and keeping

the other in the dark. He did not find that the light had any effect upon the element of preservation.

ANTISEPTIC FLEXIBLE COLLODION.

John T. Harbold, apothecary at the Pennsylvania Hospital, Philadelphia, Pa., read a paper on an antiseptic flexible collodion. He offered a modification of the official formula:

Guncotton	10 drachms.
Alcohol	6 ounces.
Tincture of benzoin	3 ounces.
Sulphuric ether	25 ounces.
Mercuric chloride, enough to make a solution of	1:2000.

Dissolve the guncotton in the ether, shaking until it becomes of the consistency of paper pulp; then add the tincture of benzoin and shake the mixture thoroughly. To this mixture add the alcohol, in which the mercuric chloride has previously been dissolved.

The surgeons find this preparation especially satisfactory in closing punctures, dressing wounds, and as a protective covering after suturing in surgical operations.

HAND AND TOILET LOTION.

Mr. Harbold also read a paper on a toilet lotion. He suggested a preparation which is at once non-sticky, non-greasy, and non-irritating. It is bland, smooth, and of perfect consistency, requiring no shaking before using. It has antiseptic properties also.

Tragacanth	2 drachms.
Quince seed	15 drachms.
Borax	6 drachms.
Boric acid	8 drachms.
Glycerin	10 ounces.
Alcohol	10 ounces.
Perfume, q. s.	
Color, q. s.	
Sodium benzoate	3 drachms.
Boiling water	5 pints.
Water, q. s.	8 pints.

Dissolve the tragacanth in two pints of water, stirring until dissolved, or until it becomes a homogeneous mixture. Steep the quince seed in the boiling water for four hours, stirring frequently; then strain carefully. Dissolve the borax, soda benzoate, and boric acid in the remainder of hot water. Add the perfume and glycerin dissolved in the alcohol, and finally the tragacanth and quince-seed mucilage, which had previously been mixed, portion by portion; shaking after each addition, in order to get a thoroughly homogeneous mixture. The consistency may be varied by addition of water.

In the above preparation, remarked Mr. Harbold, tincture of benzoin may be incorporated with

more satisfactory results than can be obtained with the familiar benzoin, glycerin, and rose-water preparation, if done carefully, as there is more body to the preparation in which to suspend the benzoin. However, it must be remembered that if tincture of benzoin is to be added, it should be dissolved in the alcohol, perfume, and glycerin before mixing with the mixture of tragacanth and quince-seed mucilage.

DISPENSING DIFFICULTIES.

J. Leon Lascoff, New York, explained the variations in the appearance of identical prescriptions when differently compounded. He cited the following mixture as an example:

Potassium iodide	3ij.
Spirit of nitrous ether.....	3j.
Solution of ammonium acetate.....	3ij.
Potassium citrate	3j.
Water, sufficient to make	3vj.

If dispensed in the order written the resulting solution will have a reddish color. If properly mixed as follows, a clear, colorless solution will result: Dissolve the citrate in water, add the solution of ammonium acetate and the spirit of nitre, dissolve the iodide separately in water, and mix the solutions. The author gave several prescriptions which require care in manipulation to produce satisfactory preparations.

SOAP LINIMENT.

A paper on linimentum saponato-camphoratum, or solid opodeldoc, was read by H. A. B. Dunning. Mr. Dunning contributed the following formula evolved after considerable experimenting:

Sodium carbonate, monohydrated	5
Stearic acid	2.5
Water	5.0
Alcohol	50.0
Camphor	1.25
Oil of thyme15
Oil of rosemary3
Stronger ammonia water	2.5

Dissolve the sodium carbonate in the water by heat, add 10 Cc. alcohol and the stearic acid, warm until effervescence has ceased and perfect solution is effected, add balance of alcohol, and when not too warm, the oils and ammonia water. Filter the liniment into bottles, closely stopper, and set aside to cool.

AN ECONOMICAL AND EFFECTIVE LIQUID SOAP.

M. I. Wilbert outlined a method for making liquid soap. According to Mr. Wilbert, a mixture

of sodium and potassium soaps is much more soluble in water and much more stable in dilution than a product made from either one of these constituents. Ethyl alcohol should be employed. The following formula made from purified cottonseed oil will not cost more than fifty cents a gallon in fair quantities and makes a satisfactory product:

Sodium hydrate	40 Gm.
Potassium hydrate	40 Gm.
Cottonseed oil	500 Cc.
Alcohol	250 Cc.
Distilled water, a sufficient quantity to make	2500 Cc.

In a suitable container, preferably a glass-stoppered bottle, dissolve the potassium hydrate and the sodium hydrate in 250 Cc. of distilled water, add the alcohol, and then add the cottonseed oil in three or four portions, shaking vigorously after each addition. Continue to agitate the mixture occasionally, until saponification has been completed. Then add the remaining portion of distilled water and mix.

The only precautions that are at all necessary are, to use the U. S. P. grade of ingredients, and to be sure that saponification is complete before adding the remaining portions of the distilled water. The water used must be absolutely free from soluble salts of the alkaline earths or the heavy metals, and for this reason should be, preferably, freshly distilled.

The resulting preparation not being official, the pharmacist is at liberty to modify the formula to suit his own individual taste or the preference of his customers. The soap can, of course, be readily made more alkaline, and it can also be made with an appreciably smaller quantity of the alkali.

For general use as a toilet soap it would of course be necessary to give it some distinctive odor. This can best be accomplished by replacing a portion of the water with distilled extract of witch-hazel, rose-water, or orange-flower water, or by adding the necessary perfume, spirit or essential oils to suit the individual taste or need. A satisfactory odor might be secured by using the mixture of essential oils used as the flavoring ingredients of the alkaline antiseptic of the N. F. or the liquid antiseptic of the U. S. P.

CARD INDEXING SYSTEM FOR PRESCRIPTIONS.

Jacob Diner, New York, dwelt upon the necessity of adopting more modern methods in checking and filing prescriptions. Mr. Diner described his own system, which is decidedly inexpensive. From any first-class stationery store, or preferably from

one making a specialty of the card-index business, you can obtain a blank similar to the following:

DINER'S PHARMACY.	
No. _____	Price, _____
	Prepared by _____
	Checked by _____

The prescriptionist copies the prescription on the card. After a prescription is compounded the clerk

who made up the mixture turns the original face down, and from memory copies on the card just what he used in filling the recipe. If there is another clerk in the store he then checks up with him, one man reading the original recipe, the other checking on the card what has actually been used in the compounding of this recipe. A box to hold these cards can be purchased at very small cost, about \$4.50 for a two-drawer cabinet; each drawer holding 1000 cards. Transfer cases holding 1500 cards can be had at about 30 cents each. The original prescriptions can be kept on a file, and later they may be stored away in cigar boxes.

HOW JONES GOT ON.

By JOHN HELFMAN.

They gave him six weeks to bust! Jones had bought an old stand around which there clustered traditions of forty-eight-hour poker games and drinking parties lasting late into the night. It had been the worthless store of a good fellow. Perhaps its sole redeeming feature lay in a complete stock.

These conditions had been familiar to the townspeople for years past. There was no momentum in the business to tide Jones over the initial stage of his venture. He had secured the stock at a close figure, but in other respects he was seriously handicapped by the standing of his predecessor. The store must literally live down its past before it could build a future.

Jones got busy. He had learned how to advertise. It wasn't forty-eight hours before a little of his capital took the form of placards and newspaper ads. He announced a rock-bottom sale all along the line. The other druggists in town read his announcement with a feeling verging on dismay. "A contentious fellow, this newcomer."

They had never been in the habit of running their stores with a view to anticipating further competition. This vigorous advertising on the part of a stand which had always been of no account, disturbed their serenity. Evidently, Jones was not inviting the failure which his sage brother pharmacists had predicted. From the subject of their contempt he had become the object of their concern. "Something must be done" they agreed.

After a long parley over the 'phone, they ar-

ranged to meet Jones in his back room that night at 9.30 and take counsel with him. Cutting prices was a new phenomenon in the serene drug annals of the town.

That night it was a stern tribunal assembled in Jones's place. It was the first time they had ever entered the store. They didn't like it a little bit, but Jones simply had to be reckoned with.

Soon one of the men spoke up. "We noticed your ads. to-day. What is all this cutting about? What do you mean? Are you trying to put us out of business?"

"I don't contemplate doing anything of the sort," replied Jones, "but I am not here for my health and the dead stock on my shelves will have to go. To clean up odds and ends I must get the people in the store. After that I shall do business on common ground with the rest of you."

The sale was a success. Jones was there to stay. Untoward gossip began to abate. Later, it was whispered among the townspeople that Jones wasn't a half bad fellow. Even the doctors were according him a little recognition. Just then came his chance. One of the leading doctors in the town, who had been affiliated with a prominent pharmacy, had become the victim of ingratitude. His druggist, not content with a liberal prescription support, wanted all the business. In an attempt to push his own proprietaries the fellow had plastered his window with a sign: "*A Cure for every ailment. Ingrate's remedies hit the spot.*"

In this instance, the doctor proved to be the tar-

get. He came over to see the new druggist. You wouldn't call Jones a magnetic chap, but he was on the level, and it didn't take any one long to size him up. After a moment the physician, a brusque, impulsive fellow, asked: "Do you want my business?"

Well, Jones wasn't given to lengthy deliberations in matters of this sort. He accepted the offer on the spot. A few agreements were entered upon, and Jones had driven a wedge into the prescription business of the town.

But Jones hadn't been slow in the mercantile end of his business. He was preparing to usher in trade with a grand opening. Unwilling to use up all his ready cash, he induced his uncle to extend him a little credit. Shortly afterwards everybody of any standing in town received a card announcing:

First Grand Opening!
Jones's Drug Store

on the

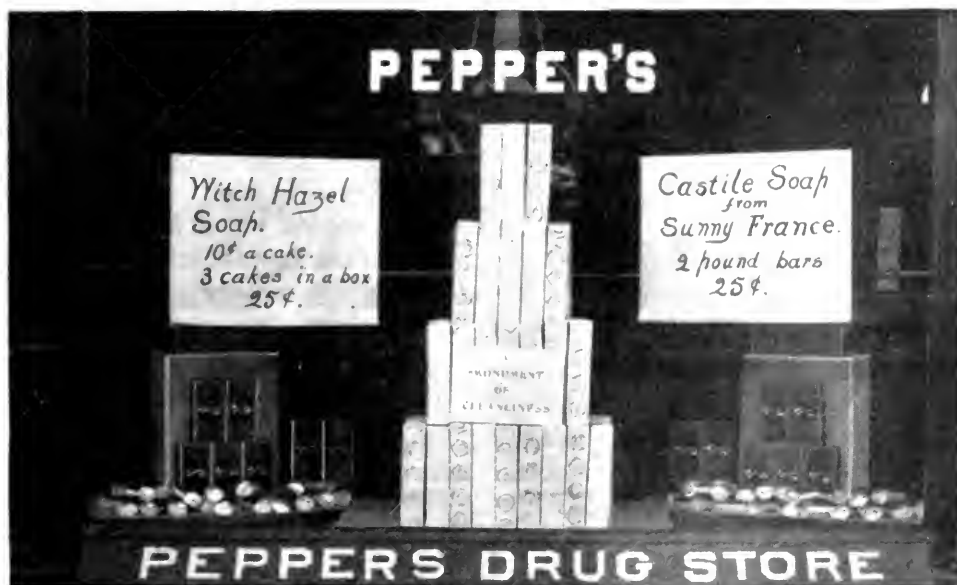
Evening of April 15, '07.

*Every woman will receive free flowers.
Music in attendance.*

Jones had not figured on paying expenses that night. But he made the most of the interval to improve the looks of his store. New fixtures were installed, and by special arrangement with the landlord a decorator was employed to repaper the walls and improve the general appearance of the wood-work. The opening night approached and everything was in readiness. Just the day before circulars had been distributed on the door-steps announcing the opening.

Well, the people did turn out. A stack of cold cream in one- and two-ounce jars, piled up near the flowers, melted away like snow on a hot day, at 15 and 25 cents each. His cold cream sales paid for the flowers. The toilet preparations proved good sellers. People were looking at the new cases, and naturally the goods came in for a big share of the patronage. Hardly a single mishap occurred to mar the success of the opening.

That night, on figuring up the day's business, Jones was surprised to see the sales run into three figures. A one-hundred-and-ten-dollar day had been his good fortune. Jones had never been guilty of taking the drug business for a joke. He knew the game, saw just what he was up against, and had made this venture with the confidence born only of experience and a mastery of the business.

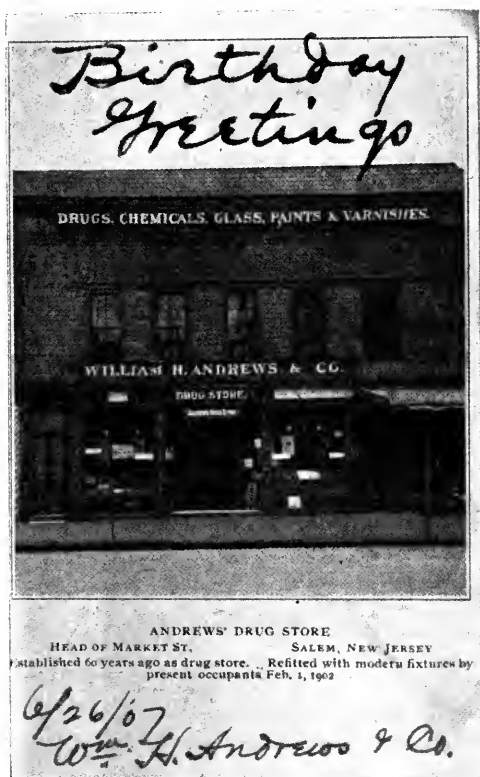


A WINDOW DISPLAY OF SOAP.—This trim was made by J. T. Pepper, of Woodstock, Ontario, whose displays have frequently appeared in the BULLETIN. The pyramidal arrangement of large bars of Castile soap in the center is self-explanatory. "A monument of cleanliness" was the legend appearing on the card. Mr. Pepper writes us, however, that if he were making the display over again he would use the phrase: "A pyramid of cleanliness." On either side of the pyramid was a display of witch-hazel soap, and the two kinds of soap in the window were both featured by the large placards which are clearly to be seen in the engraving.

DOLLAR IDEAS.

JUST A LITTLE "JOLLY."

James L. Touhy, Salem, New Jersey: Inasmuch as the post-card rage is at its height now and most druggists are handling the goods, I submit the following plan: We order post-cards containing a picture of our store. Then by means of glue, a pointed glass tube, and some powdered felt (which can be bought from post-card dealers) we write "Birthday Greetings" on the cards, as shown in



the illustration. To find people's birthdays we ask customers buying birthday cards if they would mind giving us the name of the recipient and the date of his birthday, as we also would like to send him a card. They always tell us, and we note the date. Then we sign our firm name, and mail the card at the proper time. The recipients often come in to thank us and wonder how we knew it was their birthday. We have a population of about 7000, and we send these cards to everybody at our post-office. I think this idea could be used in larger cities wherever the druggists know the people in their own localities.

EASY METHOD OF MAKING A SOLUTION.

A. H. Bosworth, Wichita, Kansas: In the following manner a salt may be brought into solution almost as quickly as by constant agitation and with much less work and trouble. Place the substance and the solvent together in a bottle, cork it, and then invert the bottle so that the portion that remains undissolved will settle in the neck and shoulder. Then lay the bottle on its side with the neck elevated so as to incline it slightly and yet leave the salt in the upper end. The solution will be completed in a short time by circulatory displacement.

PREVENTING SILVERWARE FROM TARNISHING.

A. H. Bosworth, Wichita, Kansas: Nickel- and silver-plated articles, such as spoons, holders, and fountain fixtures, may, while in storage, be kept absolutely free from tarnish by immersing them in melted paraffin. If removed quickly a thin film will congeal on the surface, which may be washed off easily in hot water when the articles are put into use again. This scheme commends itself particularly when putting a stock of silverware away during the quiet season.

AN INGENUOUS OINTMENT BOARD.

Charles H. Preble, Humboldt, Iowa: Obtain 12 or 15 sheets of heavy, glazed, "express" paper about 10 by 12 inches in size, and fasten them to a table or heavy board. Use thumb tacks on all four corners. This makes a convenient device for mixing a veterinary ointment or any preparation of a similar nature. You have only to use a different sheet on each occasion. There is no cleaning to be done, and you have a fresh ointment slab every time.

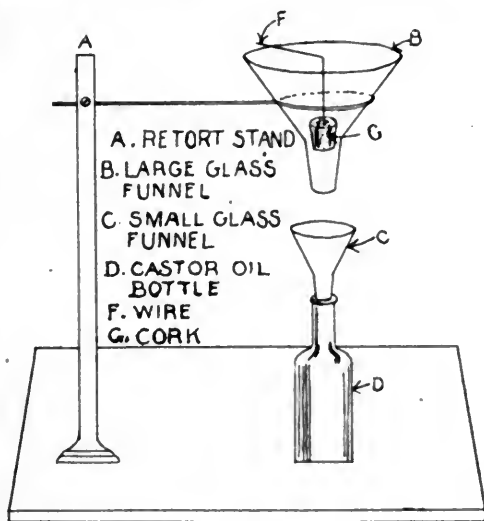
IT PAYS TO KEEP BLANK CHECKS IN SIGHT.

Marak Drug Co., Everest, Kansas: We have found it a good plan to keep blank checks from the different banks of our town on the show-case just in front of our cash register. Quite often this prompts a customer to write out a check instead of having a bill of goods charged. We have noticed, too, that where check blanks are handy the customer will say: "I owe you a little bill also. I might as well pay the whole amount with a check." We have also observed that where these

blanks are handy farmers will step in, and after writing checks for their "hands" will often buy goods. Try this plan and notice the results!

FILLING CASTOR OIL BOTTLES.

James B. Harrington, Buffalo, N. Y.: Probably no operation in the store is a greater source of annoyance than filling castor oil bottles. Pouring this product into a narrow-neck bottle is slow



work. To control the flow of the oil and to insure a fine stream, I recommend a wire and cork device as shown in the illustration. The figure is self-explanatory. By lifting up the cork in the funnel throat by means of the wire, the oil flows out: by dropping it, the flow ceases.

FOR ETCHING ON STEEL.

M. R. Shotwell, Sterling, Colorado: I have found the following formula superior to anything I have ever tried for etching on steel, marking cutlery, and the like:

Copper sulphate	15 grains.
Sodium chloride	10 grains.
Water	1 ounce.

Mix and let stand one or two hours.

Use in the ordinary way by covering the steel first with wax or soap, tracing the design with some sharp instrument, and then putting on the solution with a brush and allowing it to etch into the metal. After a few minutes the instrument can be dipped into hot water, and the wax or soap then taken off.

METHODS OF RESTORING FOUR PRODUCTS.

M. R. Shotwell, Sterling, Colorado: (1) To restore aromatic spirit of ammonia to its natural color add a small quantity of animal charcoal, shake the mixture, and filter it.

(2) Syrup of hydriodic acid may be restored in the same manner.

(3) Solidified Venice turpentine may be liquefied and kept in good condition by heating it on a water-bath and adding a small quantity of spirit of turpentine.

(4) Citrine ointment which has become hard and grainy may be greatly improved by heating it on a water-bath and incorporating a small quantity of pure olive oil.

REMOVING SILVER NITRATE STAINS FROM THE HANDS.

Jack I. Norris, Medicine Lodge, Kansas: Frequently a doctor who patronizes your store will come in and ask for something to take silver nitrate stains off his fingers; and usually he has allowed them to wear off. But here is a formula which will remove silver stains at once: Dissolve $\frac{1}{2}$ ounce of potassium cyanide in 2 ounces of water and apply to the stains, and with a very little rubbing they will disappear. After applying this solution the hands should be washed in running water, as potassium cyanide is very poisonous.

A WEATHER FORECAST IDEA.

Prentiss I. Minton, Red Bank, New Jersey: It is an excellent idea for a pharmacist to display the weather indications in the front of his store. Procure from the Weather Bureau of the Department of Agriculture at Washington a display outfit and cards. Have a small frame made to fit them, and this is all you need. Call your telephone exchange each morning, and it will furnish you with the indications. Hundreds of people stop and read ours daily. They will read yours also.

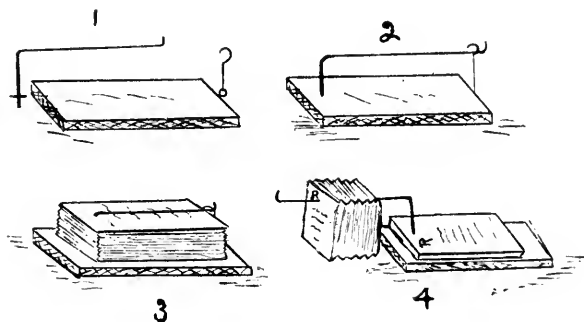
"PREPARED CASTOR OIL."

Lillian L. Goldblatt, New York City: We have created quite a demand for "Prepared Castor Oil." It is extremely palatable and may be readily made. Pour into a glass a few drops of peppermint and a half drachm of brandy. Roll the glass around

until it is moistened. Now add 2 ounces of syrup of raspberry, the oil, and a pinch of tartaric acid in fine powder. Stir well and direct the patient to drink the mixture quickly.

A HOME-MADE PRESCRIPTION FILE.

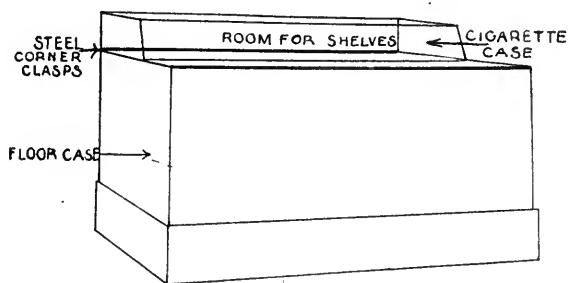
Luther Marshall, Lexington, Missouri: I submit four drawings illustrating a home-made prescription file. Drawing No. 1 merely shows the



parts of the file, a long wire, a wire loop, and a board 4x6 inches in size. The second drawing illustrates the parts in position. Drawing No. 3 pictures the file full of prescriptions. The long wire is fastened in the loop. The fourth figure is of special interest. It demonstrates the use of the file in examining old prescriptions. Merely turn the wire around, and it will hold out of the way the mass of prescriptions covering the one which you wish to find and refill.

A CASE FOR DISPLAYING CIGARETTES OR FACE POWDER.

A. V. B., Washington, D. C.: Responding to your call for "Dollar Ideas," let me suggest a very convenient display case for either cigarettes or



face powder. We have two floor cases. Each of them supports a small case especially built for our purposes, and fastened by steel corner clasps. Two

glass shelves about three inches apart exhibit an array of cigarette packages. Furthermore, in these cases a box of face powder can be laid on its side, exposing the top of the package to view. The neatness and convenience of the cases have surprised us. They cost about a dollar a foot.

MAKING BOUGIES.

Joseph H. Mueller, Cleveland, Ohio: To make bougies, this beats the glass tube method: Fill a beaker or other suitable vessel brimful with powdered starch or sulphur packed moderately firm, and level the top. Insert a glass rod of suitable thickness into the powder to form the molds and then remove it carefully. Having prepared the medicated gelatin mass, pour it into the holes and allow it to cool. A smooth and perfect bougie will result and it may be easily removed.

PUTTING UP A NEAT PACKAGE.

P. I. Minton, Red Bank, N. J.: The other day, while sealing a package containing a few toilet articles, I was surprised to hear the customer say: "Why is it that so many drug clerks are careless in wrapping packages? Often they don't even put a string around them." Now we cannot be too careful in this particular. It pays to be neat. Have upon your wrapping counter a small glass slab. Upon it place a spirit lamp, a stick of wax, and a die with your initial, and then seal all the small packages instead of using string. This outfit is inexpensive. Try it and you will be surprised at the neatness of your package.

MAKING COMPOUND LICORICE POWDER.

George W. Hague, Hempstead, New York: Here is a method which I have used in making 25- and 50-pound lots of compound licorice powder. Take a strong liquor keg with a capacity of 10 or 15 gallons; mix the oil with the sugar and rub them through a sieve into the keg. Then pass the remaining ingredients through the sieve. Drop a 5-pound cannon- or bowling-ball into the keg. Close the lid. Rotate the barrel on a soda-water rocker or agitate it on the floor. "End the barrel up" five or six times, and the powders will be mixed without forming lumps. This device is also useful in making condition powders.

BUSINESS HINTS.

Exploiting Your Cough Syrup.—

The season for cough syrups will soon be here. Have you laid any plans for getting business sales on this important product? It is surprising what a little effort will do to stimulate the demand for a cough syrup. Where one druggist sells one gross of cough syrup a year, another operating under the same conditions will sell twice that quantity. Why? Be-

"Happy Days"

**GOLDEN
AUTUMN**

is here again and is without doubt the most enjoyable season of the year. Were it not for her changeable moods—now cold then amorous—conditions would be just about ideal. As it is, you may have to do something for that cold and cough—

**RED SPRUCE AND
WHITE PINE**

25C. MENTHOLATED. 25C.

is the best thing we have to offer you. The most obstinate cough is quickly relieved and cured by its timely use. This preparation is the latest and best product of the modern laboratory for coughs, colds, and all bronchial affections.

**WALLACE
& BOHN**

Corner Myrtle and Fourteenth

cause one advertises and the other doesn't. Here is an ad. of Wallace & Bohn, Detroit, Mich. The ideas are pertinent and well expressed. The typographical arrangement is good. Notice the border within a border. The BULLETIN is reproducing the ad. of Wallace & Bohn in the hope that it may be appropriated by others.

A Drug-store Price List.—

There are four of the Christy drug stores in Pittsburg and one in Allegheny. They are managed by one of the most aggressive and resourceful men in the retail drug trade—John R. Thompson. Mr. Thompson has recently sent us a copy of a price list which is intended for distribution in the various Christy stores, and which is doubtless sent also through the mails. It contains 52 pages with cover, and is of a size suitable for enclosure in an ordinary 6½ envelope. An alphabetical list is given of pretty much everything carried in stock, including such side-lines as toilet specialties, medicated and perfumed soaps, and the like. Proprietary articles, however, figure most largely in the list. Here and there are half-page and page ads. devoted to the Christy specialties and to some of the proprietary articles mentioned in the list. The

revenue from these ads. doubtless made the publication of the list a very inexpensive matter—even if it did not cover the cost entirely.

Advertising Your Line of Pipes.—

A pipe raffle will often prove a decided drawing card. H. J. Bradshaw, Columbus, Ohio, gives away a \$5 meerschaum pipe every month in this manner. The average community

No. 20901	<p>FREE a \$5.00 Meerschaum Pipe every month.</p> <p>A ticket with each cash purchase at our Cigar Counter of 5 cents or over.</p> <p>A number will be drawn the first of each month and must be claimed by the evening of the 10th of the month or one of 5 others drawn at the same will, in order, be entitled to it.</p> <p>Save your tickets, and be sure to deposit the stubs in the box provided for them at the Cigar department.</p> <p>Bradshaw THE DRUGGIST KING AVENUE, NEAR NEIL, COLUMBUS, OHIO</p>	No. 20901
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has a certain class of patrons who are attracted by the prospect of a prize, and an effort to keep in touch with them is well worth while. The purchases, stimulated by the free coupons, together with the sales of cigars and tobacco on the night of the raffle, more than pay for the prize. As an advertising feature for the tobacco department a pipe raffle brings returns. Mr. Bradshaw has been kind enough to forward us a ticket distributed at the cigar counter with each purchase.

A Mailing Card.—

Mr. Cooban, our Chicago friend, is a persistent advertiser, as the students of this department well know. This month we are reproducing a mailing card which Mr. Cooban recently

**WE
HAVE IT**

¶ If your physician finds your ailment obstinate or peculiar and prescribes some new or rare drug, you will save time by bringing the prescription here. Our large prescription business and patronage of physicians requires us to keep many drugs and preparations that most stores do not carry.

¶ Your prescription will be safest in the hands of those familiar with these drugs, and you are always sure of scientific service here at fairest possible cost.

B. S. COOBAN & CO.
Sixty-third Street and Normal Avenue
CHICAGO

sent out to the people in his part of the town. Cooban believes that there is only one way to advertise—keep it up everlastingly, and at the same time do it intelligently and systematically.

Seasonable Window Trims for Fall.—

C. G. Buchanan, writing in the *Druggists Circular*, describes several neat exhibits for the autumn business. Since this season with its fruit and foliage is close at hand, Mr. Buchanan's suggestions are very much in order.

"Autumn leaves," he says, "may be obtained wherever trees grow, and while there is perhaps no article in the druggist's stock to which they are particularly applicable, yet they may be used as the decorative feature of many displays. Their

beautiful tints and glowing colors are certain to attract the attention of many a passer-by.

"A basket of concord grapes and a bolt of white crepe paper or a few yards of white bunting may be converted into an admirable window trim for a grape juice display. The background should be draped with the paper or bunting and the bunches of grapes attached thereto, as well as laid amongst the bottles in the window. Instead of a solid background, one might be arranged to represent latticework by using either white or green tape and attaching the bunches to this.

"A similar window could be made by using apples or other fruits appropriately arranged to serve as the drawing point for a display of spices, rings for fruit jars, or any other articles which the stock might afford.

"A variation of this would be to use tomatoes and cucumbers for the setting of a display of the various spices used in making pickles, or the different kinds of bottles and corks used to contain and preserve them.

"This is not intended as an entire list of such window trims—the above mentioned are but a portion of the materials that may be found at hand in one community, and no doubt those residing in more favored localities could greatly elaborate upon these suggestions—but it shows the possibilities of such window trims.

"They are well worth the attention of every druggist, the preparation of them is a pleasure, and the purchasing public may be reasonably expected to be liberally responsive to their arguments and their drawing powers."

A Unique Store Paper and a Couple of Ads.—

A particularly live sheet has recently been brought to the attention of the BULLETIN. It is published by Burtch's drug store, Starington, Conn. The paper differs from the usual run of similar publications in that it contains eight pages

PRESCRIPTION COMPOUNDING

is the most important work we do. We take a great deal of pains to do it right. As soon as you leave your prescription in our store it is placed in the hands of men of high qualification—chemists of wide experience and special training in prescription work.

Bring It To Burtch's

TELEPHONE ORDERS QUICK DELIVERY

You are not compelled to come to our store when you want drug store goods. We have a splendid, exceptionally quick delivery service. We invite you to telephone your orders. Watch how quickly they will be delivered. After you once become accustomed to ordering in this way, you will find it very convenient, especially so on a stormy day, or when you are in a great hurry.

3 Fones in our Store

And Telegraph Office.

instead of four. Apparently the printing is done in Mr. Burtch's home town. It seems Starington, Connecticut, is a town of historical interest, a fact which is utilized extensively throughout the reading matter. The ads. cover a variety of things, and we reproduce two of them.

Exploiting Spices and Olive Oil.—

D. W. Morris & Son, Emporia, Kansas, have a faculty for getting out readable advertising. A product like spices does not lend itself easily to an ad. of human interest; but any

druggist who reads the accompanying notice about spices will see how the trick is done. The ad. on olive oil is full of selling force. It is safe to say that any one who runs across this notice would buy olive oil from D. W. Morris & Son

Do You Get Pure Olive Oil?

Do you buy it of dealers who know what they are selling you? We buy our Olive Oil direct from the importer in New York. But we don't take his word for it—we test it for purity, and do not accept any that shows signs of adulteration.

Our oil is the Virgin Olive Oil, the first pressing from the first quality of ripe olives, the kind with the delicious nutty flavor.

For salads, frying purposes, massaging, or for medicinal use, our Imported Olive Oil is unexcelled—because it's absolutely pure.

If you are a user of Olive Oil, get our tested Imported Olive Oil.

FULL PINT BOTTLES 65c.

D. W. MORRIS & SON,

Druggists.

"Here Quality is Paramount."

A WORD ABOUT SPICES

When Congressman Mann was trying to get the Pure Food Bill through Congress he had a tableful of adulterated foods which he had purchased in the markets. Among these was a package of powdered black pepper, a handful of which he tossed into the air among the surrounding congressmen, who immediately made haste to get away from it. But to their surprise they found that it did not make one of them sneeze.

Our powdered pepper will make you sneeze, for it's pure and unadulterated. Just so with all of our spices and flavoring extracts—they are pure, unadulterated, and full strength—up to the standard required by law. They produce the desired flavor without an extra pinch or measureful.

D. W. MORRIS & SON,

DRUGGISTS.

rather than from any other source. The remarks certainly invite patronage to this particular store. A reproduction of the olive oil ad., as well as the one on spices, is shown herewith. Both appeared in the newspaper and were two columns wide.

Sick-room Supplies.—

The William B. Riker & Son Co. have often been cited in this department as clever advertisers. Some time ago they issued a booklet devoted to the subject of sick-room supplies, and this was the introductory "talk" therein contained:

Science and invention have done a great deal in late years to make the sick-room more comfortable for both nurses and patients. Everything that has met the tests of actual service and proved good you will find in Riker's Drug Stores.

The variety carried, both in sick-room supplies and surgical appliances, is undoubtedly the largest retail assortment in Greater New York.

You will find everything at its best in quality and construction. We carry no second grades or "imperfects," but you will find a saving of at least 10 per cent (sometimes as much as 50 per cent) on every article you buy here, as compared with its price elsewhere.

It will save you time and trouble as well as money just to 'phone our Sick-room Supply Department for anything the nurse wants or the doctor orders.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Regarding the Sale of Liquor-containing Proprieties.

B. M. D. asks: "Is there a revenue upon the sale of such patent medicines as Peruna? Does a druggist who handles no liquors need to take out a license for the sale of such products?"

A year or two ago the revenue authorities in Washington issued a list of 11 patent medicines which it was ruled could not be sold except by dealers who took out a government liquor license. These eleven preparations were:

Atwood's La Grippe Specific.
Cuban Gingeric.
De Witt's Stomach Bitters.
Dr. Bouvier's Buchu Gin.
Dr. Fowler's Meat and Malt.
Duffy's Malt Whisky.
Gilbert's Rejuvenating Iron and Herb Juice.
Hostetter's Stomach Bitters.
Kudros.
Peruna.
Rockandy Cough Cure.

Since that time at least two of the foregoing list of products have been so changed in composition as to be placed outside the pale of the ruling. We refer to Hostetter's Bitters and Peruna, both of which have been sanctioned in their new form by the revenue authorities. We do not recall that a similar change has been made in the other preparations on the list, and if it has not they can be sold only by druggists who possess a government liquor license. At the time the Washington authorities initiated this reform, a number of States followed suit, among them being New York, South Carolina, Georgia, Missouri, Arkansas, and North Dakota. In some if not all of these States it was announced that druggists would not be permitted to sell the proscribed patents until they had taken out State as well as government liquor licenses.

Normal Salt Solutions.

A. S. writes as follows: Kindly give me the strength of the saturated solution of commercial sodium chloride. How much of this solution should be used to make a liter of the normal salt solution?

At 20° C., 35 grammes of sodium chloride require 100 parts of water for solution, and the solubility is not sensibly increased by heat.

To make a quart of chemical normal salt solution for titration dissolve 5.845 grammes of pure sodium chloride in water sufficient to make 1 liter. It would be inadvisable to try to make this reagent from a concentrated solution of the salt.

To make one quart of physiological normal salt solution for surgical use dissolve 9 grammes of the pure salt in enough water to make 1 liter.

Or if you wish to make physiological normal salt solution

from a strong solution of the salt, do not assume that you need a saturated solution of sodium chloride. That is unnecessary. Suppose you dissolve 270 grammes of salt in enough water to make 1000 Cc. To secure the equivalent of 9 grammes of NaCl, take 9-270 or 1-30 of 1000 Cc., or 33⅓ Cc. of the saline solution. Then dilute this to 1000 Cc. and you will have one liter of physiological normal salt solution, as this preparation contains 9 grammes of NaCl dissolved in water sufficient to make 1000 Cc. Some manufacturers include calcium chloride and potassium chloride in this solution, but the necessity of that procedure is debatable.

An Incompatible Prescription.

G. C. D. asks our advice about the following prescription:

Zinc sulphate2 drachms.
Sulphurated potassa.....2 drachms.
Distilled water.....enough to make 2 ounces.

He adds: "The patient states that this prescription was filled by the physician and assumed a thick, milky appearance. Subsequently the prescription was filled in other parts of the country, and in only one instance did the compound look like the original. Usually it was thinner and browner in color. Kindly tell me how this formula should be dispensed. The addition of a few drops of sulphuric acid gives a milky appearance."

The potassium sulphide in the "liver of sulphur," or sulphurated potassa, which, by the way, is an N. F. preparation, precipitates part of the zinc as the white zinc sulphide. According to Ruddiman, there is left in solution some zinc sulphate, potassium sulphate, and potassium thiosulphate. We explain the brownish color which sometimes appears in this mixture by the presence of metallic impurities, such as iron, which gives colored sulphides. The addition of sulphuric acid to the mixture brings down free sulphur, which increases the milky appearance of the mixture.

We presume the prescription is intended for a lotion. Fill the prescription as directed, although the ingredients are incompatible.

Shoe Polish and Dye.

B. B. requests a formula for making a black leather polish and dye combined. We suggest the following:

Rectified spirit.....1 gallon.
Blue-black aniline.....20.8 drachms.
Bismarck-brown aniline.....31.2 drachms.

Agitate occasionally in the course of twelve hours if there is any deposit. This makes what is known as the "mother-liquid dye." To complete the "blacking" take of

Rectified spirit.....1 gallon.
Mother-liquid dye.....¼ gallon.

Mix and add the following:

Camphor11 ounces.
Venice turpentine.....16 ounces.
Shellac36 ounces.

When solution is effected add the following:

Benzine¼ gallon.
Castor oil.....3 1-5 ounces.
Boiled linseed oil.....1 3-5 ounces.

Shake well to obtain a perfect mixture.

If the product is too thick add spirit to secure the proper fluidity.

Waterproof Cement for Glass.

S. B. W. writes: "Can you give me a formula for a waterproof cement for glass?"

A good cement for glass, and one which completely resists the solvent action of water, may, according to Herr H. Schwartz, be prepared by the following process: From 5 to 10 parts of pure, dry gelatin are dissolved in 100 parts of water. To the solution about 10 per cent of a concentrated solution of bichromate of potash is added, and the liquid is kept in the dark. When articles joined by this cement are exposed to the light, the gelatin film is acted upon by the chemical rays, the chromate being partially reduced, and the film of cement becomes tough and durable.

1. Soak pure glue in water until it is soft, then dissolve it in the smallest possible amount of proof spirits by the aid of gentle heat. In 2 ounces of this mixture dissolve 10 grains of gum ammoniacum, and, while still liquid, add $\frac{1}{2}$ drachm of

mastic dissolved in 3 drachms of rectified spirits. Stir well, and for use keep the cement liquefied in a covered vessel over a hot water-bath.

2. A good waterproof cement may be made by mixing glue 5, rosin 4, red ocher 3 parts, with a little water.

3. Shellac, 4 ounces; borax, 1 ounce; boil in a little water until dissolved, and concentrate by heat to a paste.

A Difficult Ointment Formula.

D. A. B. submits the following difficult formula and requests our advice:

Precipitated sulphur.....	10.0
White wax	10.0
Rose water	20.0
Salicylic acid	0.66

The formula as it stands needs reconstruction. White wax is merely a hardening agent. To make a homogeneous, permanent mass, you ought to employ an ointment base like



VIEWS OF A PROMINENT PHARMACY IN SOUTH AMERICA.—The two large pharmacies of Diego Gibson in Buenos Ayres, Argentina, were described by Nathaniel Nicolai in an article contributed to the September BULLETIN. This month we are presenting two additional views of the Gibson stores. The cut on this page shows the exterior of the branch pharmacy, and incidentally it will be seen that the Argentine architecture is of a very solid and beautiful sort. The style of this building, if we mistake not, represents one of the many forms of classic Renaissance.

lard. We presume you want a sulphur ointment, 25 per cent. with a rose flavor. Why not rub up sulphur with the required amount of cold cream and then add the salicylic acid? A better procedure would be to incorporate the sulphur with three times its weight of lard on an ointment slab, add the salicylic acid, and then perfume with oil of rose. This is the common method for making "itch ointments."

Hair Dyes.

J. E. B. wants formulas for dyeing human hair auburn brown and black. We quote the following "one-solution dyes" from the *Druggists Circular*:

Silver nitrate in solution, about 1 drachm to 1 ounce of distilled water, makes a black hair dye which does not require a second solution to make it effective. A small quantity of tannic acid added to the solution makes it a better dye, and also aids the operator by making the solution more easily visible and its effect more distinct. This dye should not be allowed to touch the skin, as it darkens that, too.

A brown hair dye may be made of—

Pyrogallic acid.....	1 part.
Water	6 parts.
Alcohol	2 parts.

Resorcinol and walnut hulls may be combined to form a hair dye, as follows:

Green walnut hulls.....	10 drachms.
Resorcinol	1 drachm.
Glycerin	2 ounces.
Water	enough.

Grate the hulls and boil in a pint of water for thirty minutes, strain, add the resorcinol and glycerin, and enough water, if necessary, to bring the whole up to 14 ounces.

Some makes of resorcinol, used alone, have been known to turn hair red, so care should be used in employing it as a dye.

Two Incompatible Prescriptions.

C. W. T. submits two prescriptions for analysis.

- (1) Mercuric chloride.....2 grains.
Tincture of benzoin.....3 drachms.
Water, q. s. to.....4 ounces.

The water causes a precipitate in the tincture of benzoin, making an unsightly mixture. The mercuric chloride remains as such in the solution.

- (2) Carbolic acid.....20 minims.
White cosmoline.....½ ounce.
Glycerin 1½ ounces. || Boric acid | 1 drachm. |

Glycerin is not miscible with liquid petrolatum. The only way to compound this prescription is to use white petrolatum in excess of the glycerin.

Baking Powder.

C. A. P.—Cream of tartar and sodium bicarbonate, mixed in the proper proportions, yield a baking powder which is apparently the least objectionable of any, from a hygienic point of view, and gives satisfaction. As the result of an investigation of the leading powders of the market, Crampton, of the United States Department of Agriculture, has proposed the following formula for a cream of tartar baking powder:

Potassium bitartrate.....	8 ounces.
Sodium bicarbonate.....	4 ounces.
Corn-starch	4 ounces.

The addition of the starch answers the double purpose of a "filler" to increase the weight, and a preservative, the chemicals not keeping well when mixed alone. The stability of the powder is increased by dry-



VIEWS OF A PROMINENT PHARMACY IN SOUTH AMERICA.—Here we have a glimpse of the prescription laboratory in the main Gibson store. It is evidently situated on an upper floor and is ample and complete in equipment. Several men are seen at work, and we are told that over 300 prescriptions a day are dispensed in this place.

ing each ingredient separately by exposure to a gentle heat, mixing at once, and immediately placing in bottles or cans, excluding access of air, and consequently moisture.

A cheaper powder can be made after the following formula, but it will not be found nearly as satisfactory:

Ammonium carbonate, crystalline.....	6 ounces.
Tartaric acid	$\frac{1}{2}$ pound
Alum	1 pound.
Sodium bicarbonate	$1\frac{1}{2}$ pounds.
Starch (or flour or potato farina).....	2 pounds.

The ingredients must be pulverized and sifted separately, dried at a very low temperature, mixed in a perfectly dry room, and immediately packed with great pressure into receptacles and sealed air-tight, to prevent, as nearly as possible, the loss of ammonia.

Mosquito Preventives.

G. W. & Co.—One of the peculiarities of men is the thought that they can put down mosquitoes. There is no harm, however, in our supplying a fumigator which is intended to make these insects migrate:

Powdered charcoal	16 ounces.
Potassium nitrate.....	2 ounces.
Benzoin	4 ounces.
Hard tolu balsam.....	2 ounces.
Insect powder.....	4 ounces.
Tragacanth mucilage.....	q. s.

Make into a stiff paste with the mucilage, and form into cones weighing about one drachm each.

An effective mosquito oil for keeping flies and mosquitoes off horses is the following:

Carbolic acid.....	2 fluidounces.
Oil of pennyroyal.....	4 fluidounces.
Spirit of camphor.....	4 fluidounces.
Oil of tar.....	8 fluidounces.
Glycerin	4 fluidounces.
Lard oil.....	8 fluidounces.

A lotion may be used as an application to the skin to prevent the attacks of mosquitoes:

Oil of eucalyptus.....	$1\frac{1}{2}$ fluidounces.
Acetic ether.....	6 fluidrachms.
Cologne water.....	6 fluidounces.
Tincture of insect powder (1 in 5).....	$7\frac{1}{2}$ fluidounces.

This mosquito essence may also be sprayed about the room to destroy or expel mosquitoes.

A Diverse Elixir.

L. F. G. inquires of the BULLETIN: "Would you kindly furnish me a working formula for a preparation containing buchu, uva ursi, senna, gentian, and cinchona?"

Fluidextract of senna (8th revision).....	16 fluidounces.
Fluidextract of gentian.....	1 fluidounce.
Fluidextract of cinchona, detannated.....	2 fluidounces.
Fluidextract of buchu.....	14 fluidounces.
Fluidextract of uva ursi.....	8 fluidounces.
Glycerin	12 fluidounces.
Saccharine solution, N. F.....	4 fluidounces.
Simple elixir, enough to make.....	16 ounces.

Mix all the fluidextracts with the glycerin, add the saccharine solution and sufficient simple elixir to make one pint. Let the preparation stand for about twelve hours, agitating it at intervals. Finally, filter without using talc.

Dose: One teaspoonful diluted in a little water.

Some Pharmaceutical Arithmetic.

J. C. S.—Manganese peroxide is more exactly called manganese dioxide. Chemically it is MnO_2 , a steel-gray powder. You can obtain this product from any chemical house.

To determine the number of fluidounces in a pound of any liquid, divide 16 by the specific gravity. For example, a pound of glycerin would contain $16 \div 1.24$, or 12.9 fluidounces. Accordingly, when you sell an ounce bottle of this product to a patient, or a gallon to a dispensing doctor, bear in mind that

you have bought it at the rate of 12.9 ounces to the pound. It is to be remembered that a gallon bottle holds considerably more than 8 pounds of glycerin. In other words, with a heavy liquid you can't figure on a pint to a pound.

To obtain the number of fluidounces in a pound of hydrochloric acid, carbon disulphide, sulphuric ether, chloroform, or any other liquid, divide 16 by the specific gravity.

White Liniment.

P. D. E. has been making white liniment. He submits his formula, asking how it may be made thin enough to be poured into small four-ounce bottles without destroying its value as a liniment, or its permanency as an emulsion:

Castile soap.....	1 ounce.
Spirit of turpentine.....	$1\frac{1}{2}$ ounces.
Camphor	$\frac{1}{2}$ ounce.
Oil of origanum.....	1 ounce.
Ammonium carbonate.....	6 drachms.
Water, sufficient to make.....	3 pints.

Dissolve the camphor in the oils, then add the soap dissolved in 6 ounces of boiling water. Next add the ammonia diluted with one part of cold water. Mix the camphor and soap solutions and shake them well. Then add the ammonia water gradually with constant agitation. Finally add the remaining two pints of water.

The common procedure for reducing the density of white liniments is to cut them with alcohol. We recommend that you try that method in the present instance.

A Perfume for Hair Tonics.

B. B. I. wants a non-alcoholic formula for perfuming a hair tonic. The odor must be acceptable to the most fastidious. The following mixture of oils gives good satisfaction:

Oil of bergamot.....	12 minims.
Oil of lemon.....	1 minim.
Oil of cloves.....	$\frac{1}{2}$ minim.
Oil of rosemary.....	2 minims.

This amount of perfume is intended for one pint of hair tonic. A more highly perfumed product will result, and incidentally a more expensive one, if oil of rose geranium, 10 minims, be used in addition to the above.

A Liquid Metal Polish.

A. L. J.—We are unable to furnish the formulas for proprietary preparations, but we can indicate a few polishes for brightening copper, which may be of service to you.

(1) Make a mixture of powdered charcoal, very fine, 4 parts; spirit of wine, 3 parts; and essence of turpentine, 2 parts. To this add water in which one-third of its weight of sorrel salt or oxalic acid has been stirred, and rub the objects with this mixture.

(2) Levigated emery powder.....	100 parts.
Anhydrous sodium carbonate.....	5 parts.
Tallow soap.....	20 parts.
Water	100 parts.

Mentholated Cough Syrup.

J. E. B. wants a formula for a mentholated cough syrup:

Menthol	20 grains.
Jamaica rum.....	8 fluidounces.
Oil of tar.....	2 fluidrachms.
Fluidextract of horehound.....	4 fluidrachms.
Oil of anise.....	5 drops.
Honey, enough to make.....	16 fluidounces.

Dissolve the oils and menthol in the rum, add the fluidextract, and mix with honey.

Dose: A half to one teaspoonful.

E. J. R.—A formula for a liquid depilatory appeared on page 306 of the July BULLETIN.

BULLETIN OF PHARMACY

Vol. XXI.

DETROIT, MICH., NOVEMBER, 1907.

No. 11.

THE BULLETIN OF PHARMACY

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THE MONTH'S HISTORY.

THE JOBBERS' MEETING.

The drug jobbers, holding their annual convention in Denver last month, were quite as much affected by the Indianapolis decree as the N. A. R. D. had been the month before in Chicago. As with the retailers, however, the jobbers found that the injunction had not disturbed the solidity of the organization or wrought changes of any moment in trade conditions. President John N. Carey declared in his annual address that "conditions throughout the country were never more satisfactory," while Dr. W. J. Schieffelin, chairman of the Committee on Proprietary Goods, asserted that "our information is to the effect that the situation, as a rule, was never better." This gratifying condition of things was doubtless properly credited to the educational advan-

tages of organization and to the general knowledge that the margin of profit is already so small in the jobbing business that it would be suicidal to reduce it still further. Dr. Schieffelin quoted statistics showing that the average cost of transacting the wholesale drug business is from 11½ per cent to 12½ per cent, while 10 and 5 per cent is usually all the jobber gets for handling the proprietor's goods.

* * *

AMEND THE SHERMAN ACT!

But while the jobbers had not found their interests seriously damaged by the Indianapolis decree, they were nevertheless firmly of the opinion that the Sherman act, in making such a decree possible, was inimical to the business welfare of the country. In several of the addresses and committee reports, and likewise in many of the speeches on the floor, it was asserted over and over again that the Sherman act ought to be amended, and the consensus of opinion was struck by Dr. Schieffelin in his statement that "the literal application of this law to business generally will create the greatest possible restraint of trade, although this is the condition which the law is intended to prevent." A resolution was finally adopted instructing the Committee on Legislation "to support any measure or measures looking to the amending of the Sherman anti-trust law by allowing railroad pooling and restrictions permitting agreements, under which a margin between wholesale and retail prices is insured, and enforcing publicity to prevent evils from combinations." A strong delegation was also appointed to attend the "National Conference on Trusts and Combinations" held in Chicago later in the month.

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THE JOBBERS AND NARCOTICS.

It is exceedingly gratifying that the jobbers took such a strong stand on the anti-narcotic question. This subject cropped up several times during the meeting. Charles S. Martin, of Nashville, reporting for the Committee on Local Associations, declared that he had found many of the jobbing

clubs throughout the country to be on record as favoring the entire elimination from their stocks of all proprietary preparations generally considered as being used by fiends and containing habit-forming drugs, this action having been rendered possible by the provision of the food and drugs act requiring the quantity of narcotics to be stated on the label. Dr. Schieffelin, reporting for the Committee on Proprietary Goods, spoke of the action of the wholesale druggists of New York City in unanimously agreeing to discontinue handling catarrh snuffs and similar proprietary articles containing cocaine. Fuller & Fuller, of Chicago, declared that they had adopted the plan of selling only a very small quantity of cocaine to the retailer, hoping by this method to restrict the use of the drug to legitimate channels. There was much discussion of the subject, and the association finally passed a resolution condemning the indiscriminate sale of cocaine and other habit-forming drugs, urging all wholesale and retail druggists to work for suitable legislation, and recommending that in the meantime dealers "take steps on their own account which will insure the sale of these injurious narcotics for legitimate and harmless purposes only."

* * *

OTHER FEATURES OF THE DENVER MEETING.

Some of the other features of the Denver convention of the jobbers may be summed up in a single paragraph. An unfavorable reference to "the disposition among retailers to form buying clubs" was made on one or two occasions, and it was declared that "wherever the jobber is ignored by the manufacturer and retailer it would of course be necessary for him to take such steps as he deems best for the protection of his interests." Resolutions were passed providing that strong efforts be made to so amend some of the State food and drug laws of the last year as to make them conform with the national act; requesting all proprietors to give jobbers a discount of 10 and 5 per cent or better; and urging the enactment of State laws restricting the activities of itinerant medicine peddlers. The movement to establish a parcels post was not distinctly disapproved, but the Committee on Legislation was instructed to oppose a national bill if such action should be deemed necessary after an investigation. Edgar D. Taylor, of Richmond, was elected president. Messrs. J. E. Toms and S. E. Strong were reelected secretary and treasurer respectively. F. E. Holliday was retained as vice-chairman of the Committee on Pro-

prietary Goods, but his title was changed to that of "General Representative" of the Association. It was decided to hold the next meeting in Atlantic City during the fourth week in September.

* * *

THE STATE PURE DRUG LAWS.

It becomes increasingly evident upon investigation that the 25 or 30 State laws based upon the Federal food and drugs act, and passed during the last year, are in some respects of an unfortunate nature. Thus, for instance, it was pointed out last month by Mahlon N. Kline, in a report read at the jobbers' convention in Denver, that prescriptions are specifically exempted from the alcohol and narcotic labeling clause in only 17 of these State measures. The exemption is expressly denied in five laws, while no reference is made to it in eight others. U. S. P. and N. F. preparations are exempted from the labeling clause in only eight of the laws; exemption is expressly denied in 14 cases, while no reference is made to the subject in other instances. The Federal act permits the sale of preparations departing from the standards of the U. S. P. and N. F. providing the exact facts are stated on the label, but this exemption is omitted from the laws of some of the States. Altogether it is evident that the drug trade has been subjected by many of the State laws to considerable unnecessary embarrassment, and it seems to be clearly the duty of the trade in all of its branches to seek relief in as determined a manner as possible.

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NEW DRUG REGULATIONS.

While speaking of food and drug legislation, it will be of interest to observe that the food commissioners of some of the Northwestern States have taken the bit in their teeth and have agreed upon regulations which in some respects are more severe than those of the government authorities in Washington. One ruling affecting druggists is that which prohibits the sale of soda fountain syrups and crushed fruits containing any preservative other than sugar, while another forbids the sale of solutions of coumarin and vanillin unless they are labeled as such and contain no artificial coloring. Still another regulation provides that vanilla extracts must be devoid of coloring matter and must contain information on the label giving the net weight or measure, the percentage of alcohol by volume, and the true name and business address of the manufacturer. The Food Commissioner of South Dakota, meanwhile, has is-

sued a radical ruling providing that every medical product is unsalable which does not bear "a qualitative statement of what it is composed," but it is quite commonly believed throughout the State that in taking this stand the commissioner has exceeded his authority and has acted without sufficient warrant from the food and drug law of the State. In the meantime the Board of Food and Drug Inspection in Washington has decided to permit the use of label stickers beyond October 1 providing they correct every technical and material fault in the language of the original label and conform in every respect to the requirements of the act.

* * *

SOME NEW DEFINITIONS.

A year or two ago a National Syllabus Committee was formed to represent the National Association of Boards of Pharmacy and the Conference of Pharmaceutical Faculties. The purpose was to outline a minimum course of study for the guidance alike of the schools and the boards. At the recent meeting of the A. Ph. A. in New York City the committee reported that before it could go ahead with the formation of a syllabus it would have to reach a common agreement on questions of terminology in order that its language would be understood and everywhere given the same interpretation. Tentative definitions were given of a considerable number of words used frequently in pharmacy. We are quoting some of them as being of particular interest:

Pharmacology. The sum of scientific knowledge concerning drugs and medicines; their nature, preparation, administration and effect; including pharmacognosy, pharmacy, pharmacodynamics and therapy dynamics.

Materia medica treats of the physical, physiological and therapeutical properties of the materials used for curative and remedial purposes.

Pharmacognosy treats of the identification and selection of drugs.

Histologic pharmacognosy treats of the identification and selection of drugs by the use of the microscope.

Inorganic chemistry treats of those substances that do not contain carbon in combustible form.

Organic chemistry treats of compounds containing carbon in a combustible form.

Different meanings have been ascribed by different writers to the first four of these terms, and the definitions of the committee, if generally accepted, will go far to dispose of an otherwise confusing situation. The definitions of organic and inorganic chemistry will seem novel to students of a former generation and are evidently meant to square with the latest knowledge of chemistry. Suggestions and criticisms

are invited by the secretary of the Syllabus Committee, Henry L. Taylor, Education Department, Albany, N. Y.

* * *

The N. A. R. D. suffers every
PAY YOUR DUES! year from one unfortunate and entirely inexcusable phenomenon.

The annual dues of the affiliated associations are for the most part payable during the early months of the year. Some of them are paid promptly, some are not, but up to July or August the headquarters at Chicago have little difficulty in securing money enough to pay expenses. Later on, however, and particularly in November and December, the receipts fall off alarmingly and the N. A. R. D. almost inevitably faces a season of drought. If all of the local associations paid their dues early in the year, enough money could easily be held over until the period of stringency was reached later on, but it always happens, that some of the associations do not discharge their obligations until after repeated requests have been made, while some of them fail to toe the mark entirely. Just at the present time the N. A. R. D. is cruelly in need of money to carry out the important work decided upon at the Chicago convention, and dues for the next year will not be available for some months. Cannot the delinquent associations of the country realize in what an embarrassing situation they are placing the national officers? It is hard to understand why any druggist in America is unwilling to pay a little more than a cent a day to supply funds to an association which has done and is doing such invaluable work.

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IS THE A. M. A. A "TRUST?"

Is the American Medical Association about to receive that treatment at the hands of the national government which the N. A. R. D. was compelled to suffer from the issuance of the famous Indianapolis decree and injunction? The Grand Jury of Bremen county in Iowa has returned indictments against fourteen physicians who are members of the county medical society affiliated with the A. M. A. It is charged that the society maintains fixed prices for physicians' services, that it uses a black list containing the names of persons who will not or cannot pay for medical treatment, that each member is pledged not to call on such persons professionally, and that on different occasions members of the society have refused to assist local physicians who were not members of the organization. Discussing

the indictment, one of the Dubuque papers expresses the opinion that "physicians' societies are trusts, and that in their own way they more effectively assert the closed shop principle than most labor unions find it possible to do." During recent years the A. M. A. and its myriad of local branches have built up a strong and cohesive organization, but it would look as if they stand in the same danger as that which confronted the N. A. R. D. So long as the Sherman law remains unamended, coöperative trade agreements and concerted action of this nature are apparently illegal.

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LIQUOR-CONTAINING PROPRIETARIES.

In response to the question of a correspondent we published last month in the department of "Queries" a list of the eleven proprietaries which the government authorities in Washington declared to be liquors two or three years ago, and which can consequently be sold only by dealers who have taken out a government liquor license. Something more on the same subject is said this month in the query department. This suggests the statement that the Commissioner of Internal Revenue has now been engaged for several months in an extended investigation of patent medicines, flavoring essences, malt extracts, soda drinks, etc., with a view to singling out all of those which lend themselves to employment as beverages. It is reported that no fewer than 125 preparations of this class had been discovered and will be placed in the category of liquors in the eye of the government. At the last minute, however, the commissioner has decided to notify all of the proprietors involved of the action about to be taken by the government in order that those manufacturers who are so disposed can change their formulas and avoid having their products put on the proscribed list. For this reason it will be some weeks and perhaps months before the regulation is made public. When it is finally issued it seems quite evident that the official list of liquor-containing proprietaries will be considerably extended.

* * *

No fewer than forty manufacturers of proprietary articles in the United States have recently been embarrassed by the sublime effrontery of an aspiring druggist in Tampico, Mexico. This cool and presumptuous creature has calmly taken the most successful among the list of American proprietaries, registered the trade-marks as his own, "borrowed"

facsimiles of the packages, printed them with his own name as manufacturer, and started out to do a hustling business in a popular line of medical specialties! Has the history of the drug trade ever afforded a spectacle of more exalted nerve? Of course this clever druggist selected articles whose trade-marks had never been registered in Mexico—otherwise even the lax trade-mark laws of that country would have checked his little game. It only remains to be said that the forty or more manufacturers who are involved have banded together, employed common counsel, and made preparations to fight the thing to a finish. The United States Trade-mark Association has also interested itself in the affair, and in fact has played the leading rôle in correcting the situation.

* * *

GERMANY AND PATENT MEDICINES.

For several years Germany has been struggling to secure some measure of regulation over the patent-medicine industry. In 1903 a list of 95 preparations was compiled, 30 of which, it was declared, could be sold only on prescription. Furthermore, no testimonials, descriptions of cures effected, or claims of any curative or healing powers could be printed on the label of these products. The manufacturers were also forbidden to advertise them in any way whatsoever. Recently 58 additional preparations have been added to this list, and the regulations have been somewhat amended and revised for the purpose of closing loopholes which it had been found were left open in the first instance. Over other preparations than those on the amended list it would seem that no regulation is exercised by the government. It is probably the case, however, that the list covers every existing article which could in anywise be used in a manner detrimental to the public health. Something about the effort to control the patent-medicine situation in Australia is said in our editorial columns this month.

* * *

HONORS TO THE HONORED.

Two American pharmacists were made the subject of gracious compliments last month. Thomas H. Potts, the new president of the N. A. R. D., was given a hearty welcome and greeting when he returned to Philadelphia from the Chicago convention. A handsome gold watch was presented to him by his pleased and admiring townsmen, and speeches of the warmest and most appreciative character must have convinced Mr. Potts that his election was a source

of keen joy to the pharmacists of Philadelphia. In St. Louis, Prof. Francis J. Hemm, completing his twenty-fifth year of service on the faculty of the St. Louis College of Pharmacy, was honored by the Alumni of the school. In the afternoon life-sized portraits of the Professor were presented to the College and to the family, while in the evening a banquet was held at Lippe's restaurant. Speeches were made by Dr. Whelpley, Professor Wall, William Bodemann, William C. Bolm, Professor Caspari, and others.

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THE NEW BOARD IN TEXAS.

It is of more than usual interest that the State of Texas at last has a board of pharmacy representing the entire commonwealth, and replacing the sectional or district boards which have heretofore wrought a condition of confusion worse confounded. The new board, appointed by the governor under the law enacted by the last State legislature, comprises W. H. Robert, Jr., of Denison, president; W. F. Robertson, of Gonzales, treasurer; R. H. Walker, of Gonzales, secretary; Bruce Vredenburg of Beaumont, John A. Weeks of Ballinger, and Tom J. Snell of Cooper. At the initial meeting of the board it was decided that the minimum grade in all examinations should be 75 per cent as an average with no less than 60 per cent in any one study. Later on, when the first examination was held, not one of the twelve applicants came up to the standard, and all of them were consequently rejected. The next meeting of the board will be held at San Antonio some time in January.

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The 600 stockholders of the United Drug Co. held their annual meeting in Boston not long since, and it would appear from reports that a prosperous year had been experienced, not only by the United Company, but by the concerns affiliated with it—the National Cigar Stands Co. and the Drug Merchants of America. The American Druggists' Syndicate is to hold its annual meeting in New York early in November.

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James T. Shinn, a prominent figure in pharmaceutical affairs in Philadelphia, and an ex-president of the A. Ph. A., died last month at the age of 73 at his home in Bryn Mawr. The Shinn pharmacy at the corner of Broad and Spruce Streets is one of the pharmaceutical landmarks of the city.

Thomas P. Cook, local secretary at the New York meeting of the A. Ph. A., found that there was \$1280 in the entertainment fund after all expenses had been paid. With the consent of the donors the amount was turned in toward the \$25,000 fund which Messrs. Sheppard and Beal are endeavoring to create as a permanent endowment for the association.

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Whether preservatives in soda syrups are harmful or not is a debatable question, and it is gratifying to note that Dr. H. W. Wiley has decided to carry on a series of experiments with his famous "poison squad" in order to get at the real facts. So far the national and State governments seem disposed to prohibit the use of preservatives in these directions.

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Late reports indicate that the registration at the Chicago convention of the N. A. R. D. was 2642, which unquestionably made the Chicago gathering the largest ever experienced in the history of the American drug trade. Does this look as if the N. A. R. D. was going to be anything else but a permanent success?

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The settlement of the famous Loder suit out of court for \$15,000, referred to in the BULLETIN two or three months ago, has been a source of great satisfaction to the pharmacists of Philadelphia and to others throughout the country generally. The expense was borne by the thirty-seven defendants in the suit.

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From all over the country reports are being made of heavy registrations at the colleges of pharmacy, while those schools which have established courses in food and drug analysis announce that many students have taken advantage of the opportunity to undertake this comparatively new class of work.

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The druggists of Winfield, Kansas, have arranged to close their stores at 8 o'clock on every evening except Saturday. On Sundays the eight druggists will take turns in keeping open all day, one of them each week.

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The A. Ph. A. has now increased the price of the National Formulary from \$1 to \$1.50 per copy.

EDITORIAL.

PHYSICIANS, PHARMACISTS, AND PATENT MEDICINES.

Will the physicians and pharmacists of the United States be able to agree upon contemplated legislation affecting patent medicines, and also upon the sale of these products over the druggist's counter? This pressing question will more and more clamor for solution during the next few years.

In our last issue we gave considerable space to a discussion at the New York meeting of the A. Ph. A. on the relation existing between physicians and pharmacists, and we expressed our satisfaction that the A. M. A. and the A. Ph. A. had resolved to coöperate in the enactment of suitable legislation affecting both professions. But the question now arises: Will the legislative committees of the two organizations, when they begin consultation with each other during the coming legislative year, be able to reach a common agreement?

The attitude of the liberal pharmacist on the patent medicine question was probably expressed with a good deal of accuracy by Dr. W. C. Anderson in the debate at the New York meeting. Physicians, he declared in effect, want us to throw out *all* patent medicines. This we are not willing to do. Patent medicines fill an important economic rôle. For the more common ailments, and particularly with the poorer people, they are in demand, they will continue to be in demand, and we cannot, in justice to the public, cast them overboard. The most we can do, and all we should be expected to do, is to refuse the sale of harmful and fraudulent articles. We have enacted a statute in New York State outlawing the cocaine-laden catarrh snuffs and similar products, and as fast as physicians convince us that other proprietaries are detrimental to the public health, we shall be glad and willing to accord them the same treatment. To ask us to go farther than this would be to ask us to sacrifice the interests of the people for the selfish benefit of physicians. Dr. Anderson finished his remarks amid applause and approval which manifestly indicated that he had expressed the consensus of opinion.

Practically the same attitude was taken by Charles F. Mann in his recent presidential address before the National Association of Retail Druggists. Referring

to the numerous patent medicine bills which had made their appearance in State legislatures during recent years, Mr. Mann declared that "if retail druggists had aided in defeating many of these unjust and unreasonable measures they have, in my opinion, only done their plain duty." This much in reply to the charge of the A. M. A. that the druggists of the country had supported the patent medicine men in attacks upon bills introduced by physicians in the interests of public health. And then President Mann went on to say:

"I believe that the legitimate ready-to-take medicine, put up and sold for ordinary ills, has a legitimate place in the medical world, and that the retail druggist can maintain his dignity and professional standing while handling these preparations, provided he promptly and vigorously gives the stamp of his disapproval to everything of a fake nature. There is little difference between the liberal physician and the liberal druggist on this question. The extremes are represented by the physician who wants the druggist to sell nothing in the nature of a proprietary remedy on the one hand, and the druggist who will take the customer's money for anything that is advertised, no matter how great a fraud it may be, on the other."

Was President Mann justified in his statement that "there is little difference between the liberal physician and the liberal druggist on this question?" We hope he was. If the two professions, forgetting their individual interests, can agree to legislate in the interests of the people, and can mutually decide to outlaw only those products which are detrimental to the public health, while seeking to place no unjust restraints upon others, they will justify the prediction of Dr. McCormack at the New York meeting that "the A. Ph. A. and the A. M. A. can devise a patent medicine measure which will win the support of both professions."

PATENT MEDICINES IN AUSTRALIA.

Patent medicine regulation is being made the subject of study, not only in the United States, but in several foreign countries as well. The more or less stringent rulings issued by the German government have recently been mentioned in our department of "The Month." In Canada the topic was earnestly discussed during the session of the Dominion parliament last year, and it will doubtless come up again for consideration this year. In Australia there has been more or less agitation, all of it finally resulting in the appointment of a royal commissioner to make a thorough investigation and

to report his findings and recommendations to the government.

The report of this commissioner, Mr. Octavius C. Beale, has now been published, and it comprises a book containing no fewer than 455 pages—nay, more, a second volume is in course of preparation. Copies of the report have found their way to America and we shall doubtless hear more or less about it during the next few months, particularly in the lay magazines which have of late made a specialty of attacking the patent medicine industry. Mr. Beale, we understand, is by occupation a piano manufacturer, and his report is such a mixture of truth and error as we should expect to find emanating from a man qualified neither by education nor experience for handling a technical subject of this kind.

In his exposure of certain patent medicines, Mr. Beale simply traverses ground which has been rendered familiar by articles in the *Ladies' Home Journal* and *Collier's Weekly*. Soothing syrups containing morphine are unhesitatingly condemned, and a long list of alleged deaths of children is appended to the report. Much is said about the dangerous nature of acetanilide and other antipyretics. The cocaine-bearing catarrh products are made the subject of severe criticism. While in most of these instances the author is justified in his animadversions, his language is often exaggerated, as when, for instance, he declares in dramatic terms that "the records of wrongs, injuries and deaths caused by drugs sold under fraudulent or deliberately homicidal intent by the nostrum venders, can never be estimated. It is worse by a thousandfold than all that can come to light about the Chicago meat packers." And Mr. Beale goes on to say that "Australians are being slowly drugged to death by an almost interminable range of narcotics, alcohol nostrums, abortifacients and heart depressants."

In order properly to regulate the patent medicine industry, Commissioner Beale makes several recommendations. He suggests the establishment of an Australian Board of Health, provided with a bureau of chemistry and well-equipped laboratories, and given power to permit or to prohibit the manufacture of any given proprietary. He believes, furthermore, that the formula of every patent medicine ought to be printed on the label; that neither the label nor the carton should bear any advertisement, recommendation or claim of efficiency; that no advertisement or announcement of proprietary articles should be per-

mitted in any newspaper, pamphlet, bill board or other medium; and that periodicals containing such advertisements should be denied transmission through the mails.

It is altogether probable that the federal parliament in Australia will adopt the commissioner's recommendation with reference to the publication of the formula on the label, despite the fact that this would offer little or no protection to a public ignorant of medicine and would be open to the further objection that it would compel manufacturers to give away their trade secrets. The formula idea seems to be favored in Australia, and in general a good deal of sentiment has been developed looking toward the regulation of the patent-medicine industry as a whole. The Minister of Customs, actively administering the commerce and customs acts, is prohibiting the importation of any preparation containing deleterious drugs or bearing false claims. Only recently, for instance, one article was barred which was found to consist of 29 ingredients and which was alleged to cure no fewer than 360 different diseases!

The denial of all advertising privileges, as suggested by Commissioner Beale, is not likely to be approved by the government. As for the establishment of a Federal board of health to deal rationally with the entire subject of regulation, this may prove to be the ultimate solution to the whole problem, not only in Australia but in every other country as well.

BUYING HOLIDAY GOODS.

To the druggist, the holiday trade is every year becoming more and more an object of study. What was formerly a loose and haphazard system of buying Christmas goods has been supplanted by a careful, discriminating selection. Each merchant studies his customers with a view to learning their exact needs; articles which have proved poor sellers are not duplicated, and everywhere the desire is manifest to give the people what they want.

The difficulty lies in stocking high-priced goods. A druggist doesn't care to keep a seven-dollar toilet set for two years before he sells it, but, on the other hand, he doesn't delight in a three-dollar sale where he feels that the customer might have been induced to purchase a more expensive article had it been presented to his attention. Throughout the whole holiday business is an equation between the stock and the trade, and it is only by a proper observation

of this equation that the druggist can get the most profit out of the business.

To determine just the point beyond which further outlay will bring diminishing rather than increasing returns requires the expenditure of a little gray matter. While the druggist is reluctant to overstock, he is no less unwilling to run out of goods. Of the two evils, the latter is by far the worse. It doesn't involve much loss to carry a few albums and other sundries over the season for the following year. But to miss sales by reason of a short stock is to lose money.

While considering the subject of selecting holiday goods it will not be a digression to say a few words about a practice commonly observed in buying. Particularly in small towns it has become quite common for the merchant to accept expense money from a wholesale house for traveling to the nearest metropolis with a view to purchasing Christmas novelties. While this is pardonable where the druggist is calling on his regular jobber, we are inclined to question its advisability where the wholesale house deals solely in novelties. It is a common thing to see a druggist in a town of a thousand inhabitants go two hundred miles to the nearest city under just this agreement.

To be sure, it is highly desirable to buy novelties by direct inspection, but to buy all of one's holiday goods from one house solely with a view to paying traveling expenses is a questionable practice. In the end, the druggist pays for his trip. Wholesale novelty houses are not in business for sociability and no one gets something for nothing. If the dealer intends to visit a large city for the purpose of calling on the novelty houses, he should pay his own way. This leaves him free to buy his goods from the different firms whose specialties lie in different directions. In this way the druggist may take advantage of the lowest price and at the same time enjoy a wider field of selection.

WHAT SHOULD THE LIST OF EXPENSES INCLUDE?

The following letter, received from a druggist in Pennsylvania, probably expresses a doubt with which many pharmacists have often been perplexed in keeping business records:

To the Editor:

I should like to ask your opinion as to what should be considered the legitimate items of expense. What about these,

for instance: Salary of proprietor and clerks, heat, light, freight, printing, advertising, taxes, fire insurance, interest on the investment, percentage for depreciation of stock and wear and tear of fixtures, rent, publications? There are many additional items that some druggists think should, and others think should not, be considered legitimate expenses. It is difficult for one to decide what his actual expenses are when so many items are in dispute.

C. B. McC.

There is room for a considerable variety of opinion about a number of these items. Different writers and accountants disagree among themselves to a certain extent. We should say, however, that with two exceptions all of the items mentioned on C. B. McC.'s list are legitimate expenses. The exceptions are "freight" and "interest on the investment."

It seems to us that freight should be charged to the merchandise account, since it is in reality a part of the cost of the goods themselves. As for interest on the investment, we do not consider this legitimate, for the reason that the "net profits" are themselves the earnings or interest on the capital invested, the proprietor having already paid himself a salary and charged this salary up to the expense account.

Going back to the freight question, we may add that some druggists not only charge freight to the merchandise account, but a number of other items as well. Thus, Henry P. Hynson, in a paper read some years ago before the American Pharmaceutical Association offered the rule that "articles the use of which is dependent upon the sale of merchandise, or any division of merchandise, should be charged to that account or its division; this would apply to all containers, corks, twine, etc." Mr. Hynson went even further and expressed the opinion that wrapping-paper should be charged to the merchandise account on the ground that "it cannot be an expense until it is used, and as its use is dependent upon the amount of merchandise sold, and since it adds to the cost of the merchandise, it seems only fair that it be charged to the merchandise account."

It is quite likely that some druggists will disagree with Mr. Hynson. After all, however, the matter is not one of great importance with items which do not involve very much expense. Whichever way they are charged, the total profits shown at the end of the year will be the same; but the druggist is of course desirous of charging up various elements of cost to the proper accounts in order that he may accurately estimate such things as his percentage of expense, his percentage of profit, and the like.

PROFITS AND EARNINGS.

A STATEMENT FROM TEXAS.

The publication and criticism of these monthly statements in the BULLETIN is apparently arousing a healthy feeling of rivalry. A firm of Texas druggists send us their statement and remark that they have been much interested in the showing made by the Arkansas druggists in the June BULLETIN. The two businesses correspond very closely in size, and the Texas people are anxious that Arkansas shall not get ahead of them. They consequently send in the following statement:

Inventory Jan. 1, 1906 (fixtures and merchandise)...	\$ 7,132 00
Merchandise purchased, including freight.....	16,836 00
Expenses, including salary of two proprietors.....	4,719 00
Net profits	4,658 00
	<hr/>
	\$33,345 00
Cash sales for the year.....	\$15,578 00
Credit sales for the year.....	9,572 00
Inventory Jan. 1, 1907 (including fixtures).....	8,190 00
	<hr/>
	\$33,345 00

Let us also state that we collected more during the year than we sold on credit. As indicated in the foregoing statement, our credit sales were \$9572, whereas we collected \$10,079. We may add, finally, that we do business in a town having a population of about 7000. A TEXAS FIRM.

On the face of it this is a pretty good showing. Net profits of \$4658 for two proprietors mean \$2329 for each of them in addition to his regular salary of perhaps a thousand dollars—making a total income of something like \$3300 or \$3400. There is no evidence from the statement, however, that anything has been “written off” for depreciation in the fixtures, and it would seem, too, that the book accounts are taken at their face value. A proper estimate for depreciation in these two directions, if deducted from the profits as they should be, would reduce the figures somewhat—assuming, as we have made clear, that this has not already been done.

By adding the cash and credit sales together we find total sales of \$25,150—a pretty nice business as drug stores go. The purchases amounted to \$16,836, and goods to the extent of \$1063 went into the permanent stock as indicated by the differences in the annual inventories. The goods actually sold over the counter, therefore, involved a cost of \$15,773; they brought \$25,150, and the gross profits

were consequently \$9377. Dividing these figures by the sales, we find that the gross profits amounted to a little less than 33 per cent. These gross profits are not particularly large, and our Texas friends were enabled to make so good a showing by reason of their low percentage expense. It amounted to less than 19, as will be seen when the expenses are divided by the sales. This left net profits of 14 per cent—a very satisfactory figure.

The statement of the Texas firm indicates net profits of \$4719. Of this amount \$1063 is represented by the increase in stock as shown by the inventories at the beginning and at the end of the year. This leaves \$3656 in accumulated surplus cash, and the Texas firm should have seen to it that such an amount was actually to be found represented on their bank book or investment account, distributed to the two proprietors, or clearly disposed of in some other way. It is wise to check up results in this manner and assure oneself that his annual statement is correct.

PERSONAL.

PROFESSOR DIEHL'S RECENT ILLNESS.

Prof. C. Lewis Diehl, the well-known pharmacist and teacher of Louisville, was unfortunately taken



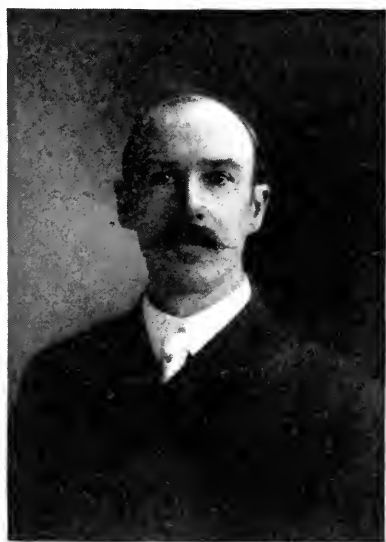
PROF. C. LEWIS DIEHL.

ill while en route to the recent meeting of the American Pharmaceutical Association in New York City. When the members of the A. Ph. A. gathered

at the Hotel Astor on the first day of the meeting they were pained and shocked to find that Professor Diehl had found it necessary to stop off at Philadelphia, only two hours' ride from New York, and place himself in the care of the physicians at the German Hospital. Mr. Wilbert, chief apothecary at the German Hospital, was himself at the New York meeting and was particularly affected by the news. Soon after the convention opened a resolution was feelingly passed instructing the secretary to send a telegram of sympathy to Professor Diehl. The Professor's condition so far improved later in the week that Miss Diehl was able to come over to the New York meeting with expressions of considerable hope. Three weeks were spent in the German Hospital, however, and at this writing the Professor is back in Louisville, little the worse, it is hoped, for his unfortunate experience.

THE EDITOR OF "N. A. R. D. NOTES."

Charles M. Carr was the center of a considerable storm disturbance at the recent Chicago convention of the N. A. R. D. As the editor of "N. A. R. D.



CHAS. M. CARR.

Notes," he thought the little journal had possibilities of growth and expansion which had never been utilized. He believed that if it were converted into a regular pharmaceutical journal it would be a profitable venture and would net the Association something like \$30,000 a year.

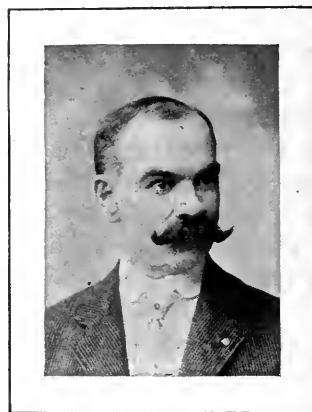
Asked to outline his scheme, Mr. Carr arose and held aloft a copy of the BULLETIN OF PHARMACY.

"This," said he, "is such a journal as we propose to duplicate. With 45 pages of text, and 45 pages or more of advertising, I estimate that the journal would cost so much to print; so much to edit; that the subscriptions would yield this amount; that the advertising would yield that amount; and that we should end the year with about \$30,000 to the good." Whether Mr. Carr was trying to guess at the profits of the BULLETIN OF PHARMACY we do not undertake to state. Furthermore, modesty prevents us from saying how successful the journal ought to be if, in accordance with Mr. Carr's suggestion, it were made a duplicate of the BULLETIN OF PHARMACY!

The convention did not approve of the suggestion, and after a hot fight it was decided to abandon the project for several reasons. The nature of these reasons was fully described in connection with our report of the Chicago convention in the last BULLETIN. It is our present purpose not to discuss the question, but to give our readers a glimpse of Mr. Carr's physiognomy and also to say, what many of them doubtless already know, that Mr. Carr has a literary style of considerable freshness and vigor. He has made "N. A. R. D. Notes" a very readable and inspiring publication, and that it has had much to do with the success of the organization cannot be doubted.

JOHN C. GALLAGHER.

The proposal to make a regular pharmaceutical journal of "N. A. R. D. Notes," referred to in the foregoing article, was attacked by many of the old



JOHN C. GALLAGHER.

wheel-horses of the N. A. R. D. Those who dealt the heaviest blows were Simon N. Jones, W. C. Anderson, Dr. A. O. Zwick, William Muir, M. T.

Breslin, Secretary Wooten, and John C. Gallagher. Mr. Gallagher was especially sarcastic over the assumption that 45 pages or more of advertising could be secured weekly and that the venture would accordingly yield a profit of \$30,000 a year. "You can sit down and figure out 'most anything on paper," he said. "It is possible to start in business with 100 hens, assume that they will all lay ten eggs a day apiece, and estimate your profits at a million dollars a year!" This witticism forced the point home better than a half-hour's argument would have done.

Mr. Gallagher, by the way, is one of the most prominent figures in the N. A. R. D. Perhaps no one, indeed, exercises greater influence than he in the adoption of policies and methods. As a rule he has very little to say on the floor of the convention, but his judgment is so sound, and his concern for the welfare of the N. A. R. D. so great, that his counsel and advice are sought by the delegates at every convention.

Mr. Gallagher went to Chicago determined to do what he could to kill all proposals looking toward the establishment of coöperative buying and manufacturing operations. He was equally against any affiliation with existing insurance or manufacturing companies. The proposition to make a regular journal of "N. A. R. D. Notes" also seemed to him unwise and fraught with much danger. Practically all of the "old guard" held the same views, and the association was steered clear of "entangling alliances" of every sort.

DR. RUSBY AS A GOVERNMENT EXPERT.

Dr. Henry H. Rusby, dean of the New York College of Pharmacy, and an authority on crude drugs, has time and again written papers and delivered talks on the quality of drugs coming into the New York port. Members of the A. Ph. A. will recall his numerous addresses on this subject before the Scientific Section of that association. Under the circumstances it was very fitting that the government should finally appoint Dr. Rusby as a drug expert to pass upon importations.

The position is not an easy one to fill. The classification of crude drugs, and the determination as to whether certain importations come up to the required standards for medicinal uses in this country, have many times led to serious friction between the importers and the government officials. Some one

is needed who can speak with unquestioned authority, and it is fortunate that Dr. Rusby has been selected to fill this rôle. As everybody knows, the Doctor teaches materia medica and pharmacognosy in the New York College, and he is the author of



DR. HENRY H. RUSBY.

one or two standard books on the same general subject. The botanical portions of the last edition of the National Standard Dispensatory were also written by Dr. Rusby.

MRS. WALLACE'S SPEECH AT CHICAGO.

One of the distinct features of the recent Chicago convention of the N. A. R. D. was the address delivered by Mrs. Emma Gary Wallace, president of the W. O. N. A. R. D. Mrs. Wallace faced an audience comprising nearly 1500 people, and made so excellent an impression that her remarks were frequently punctuated with applause.

The address was an eloquent statement of the function of the women's organization. In a word, this was to set the public right on questions relating to the pharmacist, and to show the community's debt to the druggist. A woman, by virtue of her social intercourse and acquaintanceship, has many opportunities to preach the gospel and to correct common errors regarding her husband's vocation.

Furthermore, sympathizing with her husband in times of trial and despondency, a druggist's wife may give him great encouragement, and what a woman may do individually many of them may do

collectively in a much more effective manner. Under this head Mrs. Wallace urged the N. A. R. D. not to be in the least cast down by the results of the Indianapolis decree. To turn about now would be



MRS. EMMA GARY WALLACE, President of the W. O. N. A. R. D.

to follow the example of the man who swam half over the river, and then, finding himself getting weary, swam back again because it was so far across!

OBITUARY.

J. C. ELIEL.

One of the brainiest men in the jobbing trade passed away last month in the death of J. C. Eliel, president of the Minneapolis Drug Co. Mr. Eliel was 58 years old and died at his suburban home at Minnetonka Beach. Born in Prussia of cultivated and scholarly parents, Mr. Eliel came to this country with his family at the age of seven, and his early years, spent in Laporte, Indiana, were filled with privations of many kinds.

In the course of time he succeeded to the retail drug business of his father, made a considerable success of it, sold out in 1880, and with his brother joined the wholesale drug house of Tolman & King in Chicago. Moving to Minneapolis in 1883, he spent the remainder of his life in that city. Joining first the firm of Lyman Brothers, he organized the Lyman-Eliel Drug Co.; this house was later suc-

ceeded by the Eliel-Jerman Drug Co., which in turn, within the last year or two, was amalgamated with two other concerns to form the Minneapolis Drug Co. Of the latter firm Mr. Eliel was elected president, and he remained in this office up to the time of his death.

Many positions of honor were held by Mr. Eliel in the community and in the drug trade. He was at one time mayor of Minnetonka. On more than one occasion he was president of the Jobbers' and Manufacturers' Association of Minneapolis. In 1895 he was elected president of the National Wholesale Druggists' Association. A man of scholarly habits and unusual oratorical gifts, he was frequently in demand for making speeches and addresses, and his



J. C. ELIEL.

capacity for wit and his powers of oratory will not soon be forgotten in the drug trade. To illustrate the man's humor (although it is perhaps not the proper time to mention the incident), Mr. Eliel was once complimented for being so successful a representative of the "self-made man." He replied that he deserved no such tribute and that "the only self-made man he knew anything about was Dr. Mary Walker."

Mr. Eliel is survived by his wife (the daughter of a former judge eminent in Indiana jurisprudence, James Bradley) and two brothers—Henry H. Eliel of Minneapolis, and Leo Eliel of South Bend, Ind. The latter was president last year of the A. Ph. A. and presided over the New York meeting only two or three weeks prior to his brother's death.

CAPTURING THE HOLIDAY BUSINESS.*

Aggressive Advertising Campaigns Must Be Planned—Methods Used by Successful Druggists Last Year—Special Schemes Devised for Attracting Trade—Some Specimen Announcements.

With the approach of the Christmas trade every druggist will feel a gentle stimulation come over him. For there is work to be done. The windows must be trimmed, stock left over from the previous season must be removed from storage, novelties must be placed on exhibition, special tables must in many stores be secured to display the holiday goods, and in fact a multitude of things demand attention.

But the returns justify the effort, and the druggist who doesn't feel at least a gentle thrill with the prospect of holiday business is a loser from the start. For the trade is purely what the dealer makes it. The merchant reaps as he sows, and the druggist who hasn't the enterprise to stock up with a good line of novelties is missing an opportunity.

It is a mistake to suppose that pushing a holiday line detracts from the rest of the business. On the contrary, it helps all along the line. Sell a man or woman a nice Christmas gift, help a customer to make a selection, and he will be eternally grateful. Picking out a Christmas present is a task. To help one out of the dilemma is to make him a steady patron.

Every druggist should put in the stock and go after the trade. A little optimism and more advertising will bring the business.

AGGRESSIVE ADVERTISING MUST BE DONE.

Half the success of selling Christmas goods lies in well-planned and aggressive advertising. Every other merchant brings his stock to the attention of the people and the druggist must do likewise. Advertising campaigns ought to be planned weeks in advance. It is none too early now to make arrangements. H. M. Curry, manager for W. E.

*It has been the practice of the BULLETIN to have a descriptive article on Christmas advertising methods in the November number for each year. Readers who are about to plan advertising campaigns for the coming holiday season will do well to look back over our November issues for a number of years.
—THE EDITOR.

Sherriff in Ellsworth, Kansas, centralized his advertising last year on the newspapers. He used full pages of space, classified the different groups of articles in his holiday stock, said a few words about each group, and then gave some prices. Mr. Curry also got out a little illustrated holiday paper which was mailed to the country list, and altogether he had

CHRISTMAS CIGARS

*Do not mean cheap quality in
fine boxes with us.*

**We will not sell low grade cigars. We
do not want our friends who obtain
their cigars from us for present-
ing to their friends to feel that
the gift is not appreciated.**

**Boxes of 25 and 50
Prices, \$1.10, \$2.20, \$4.40**

**B. E. PRITCHARD,
McKeesport, Pa.**

This ad. was used by Mr. Pritchard last year in "Pritchard's Pointers," a drug-store paper to which reference is made in the accompanying article.

the satisfaction of finding that by these aggressive advertising methods he piled up a gain of about 25 per cent over the records of previous years.

STORE PAPERS.

Drug-store papers are a favorite medium for booming the holiday trade. B. E. Pritchard, of McKeesport, Pa., always gets out one or more issues of "Pritchard's Pointers" during December. The little journal is made up of about equal portions of plain text and display advertising. The text comprises clipped articles referring to holiday

observances, a few short Christmas stories, some Christmas recipes, and a collection of short jokes. The display ads. all refer to the Pritchard stock, and a couple of these we are reproducing in connection with this article. Minor E. Keyes, the Detroit druggist, uses a store paper throughout the entire year, but gets out a special holiday number in December. Some of the Keyes ads. are also reproduced.

SPECIAL SCHEMES.

Special schemes for attracting trade are always appropriate at the holiday season. Last year George J. Ward, of St. Clair, Mich., got out a circular in

BEAUTIFUL STATIONERY IN HANDSOME BOXES

Not cheap stationery in gaudy styles.

If you get it here it is right in every way.

Prices

25c, 50c and 75c

Neat Tablets in cloth textures with envelopes.
Visiting Cards with envelopes.

PRITCHARD'S DRUG STORE
Shaw Ave. and Sinclair St.

Another display ad. from "Pritchard's Pointers."

which he offered for a limited period to give a 10-cent bottle of white rose perfume with every 25-cent purchase, a 15-cent bottle with every 50-cent purchase, a 25-cent bottle with every dollar purchase, and so on up until dollar bottles were offered with \$4 purchases. The perfume was presumably made in the Ward store, so that the expense was not as considerable as it might otherwise seem.

GET UP A CHRISTMAS TREE.

An attraction which is always good for the Christmas season is to place in the window a handsomely decorated Christmas tree. Colored electric lights may be used, of course, if you have them; if not

you can do quite as well without. Announce that every purchaser to a certain amount will be given a present from the tree. These presents should be wrapped and piled up at the foot of the tree. A few presents of considerable value should be in-

WHAT EVERY WOMAN LIKES IMMENSELY

A woman's hands bespeak her refinement by their grooming. She cannot groom them properly without the right tools, such as:

**Manicure Scissors
Manicure Files
Manicure Knives
Manicure Buffers
Manicure Powder
Manicure Paste
Manicure Brushes
Emery Boards
Nail Polishers**

When she has these she can keep her hands in such perfect condition that they will appear to be groomed by an expert.

Let us help you choose a selected manicure set to order from our large stock.

WHAT EVERY MAN LIKES IMMENSELY

Did you ever know a man who did not want, for once in his life, a complete shaving outfit?

Shaving, at best, is an irritating, tedious, time-taking habit that must be indulged. Every day is a reminder of the thoughtful giver to the man who has had presented to him a set of the following:

Shaving Brush, 15c to 1.00	Shaving Sticks, 20c
Shaving Mugs, 15c to 50c	Shaving Cream, 25c
Shaving Strop, 25c to 1.00	Safety Razor, 1.00 to 5.00
Shaving Soap, 5c	Razors, 1.00 up
Shaving Powder, 10c up	Violet Witch-Hazel, 25c

Look over "his" outfit and see if it does not need replenishing. We will gladly help you to select the right thing.

This pair of announcements was used by Minor E. Keyes, Detroit, Mich., in the special holiday issue of his drug-store paper.

cluded. Each bundle should contain a small slip or folder advertising some specialty of your own, also a few words to the effect that you trust they will be pleased with their present and that you will receive a call from them again whenever they want.

drug-store goods or especially prescriptions filled. Clerks should have a general idea what each package contains, so that they can make an appropriate selection when handing out a gift. The pile should

COMBS MAKE Acceptable Presents

You can't please your wife more than by giving her a nice Dressing Comb. It is the companion of her crowning glory.

We have some French Hand Made Combs with rounded teeth to prevent cutting of the hair—good strong ones that will stand lots of use. Very handsome.

25c 35c 40c 50c 60c 70c 75c \$1.00

Another one of the Keyes ads. Mr. Keyes's name and address are absent for the reason that the ad. appeared in his drug-store paper.

be replenished each morning, and your stock of "presents" so managed that something new will come along from day to day. The expense of the scheme can be varied to suit by running only as many days before Christmas as you think best. This

WITH COMPLIMENTS OF THE SEASON
AND THANKS FOR YOUR PATRONAGE
DURING THE PAST YEAR

CHAS. J. FUHRMANN

...Pharmacist...

EAST CAPITOL AND EIGHTH STS.

WASHINGTON, D. C.

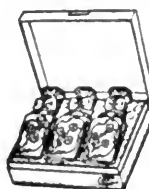
Mr. Fuhrmann enclosed this card in the calendars sent out to his customers in 1906.

should be an excellent advertisement, as there are always crowds of people on the streets at this season, and a "tree" will always attract their attention.

A DOLL CONTEST.

A plan which is not new in some places, but which is always good, is to place a handsomely dressed doll

in the window. Invite all customers to guess the doll's name on a blank, which you will furnish for that purpose, which will have a space for the name, also for the customer's name and address. The doll is to be given to the first person who guesses the correct name. The doll, of course, must first be given a name which should be known only to one person, the proprietor. This name may be written on a card, sealed in an envelope, and placed in the safe. This scheme never fails to attract attention, as whatever appeals to the child will interest the parents also. It has the added advantage of being



Gift Perfumes

If you want to give a nice bottle of Perfume you can get it here. Every standard make in Fancy Christmas packages. The celebrated

Blocki Floral Creations

The true odors with the real flowers in them, in cut glass bottles. What could be more appropriate for her Christmas? You must see them to realize their superior qualities.

423
Comm'l

D.W. Morris & Son
Druggists
Quality Druggists

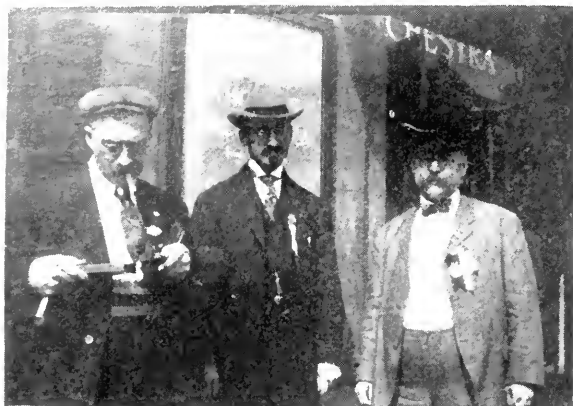
423
Comm'l

D. W. Morris & Son, of Emporia, Kansas, employed double-column ads. in the newspapers last year during the pre-holiday season. This perfume ad. was one of the series.

quite inexpensive. Be careful that the tickets are given away and not sold, so as to avoid lottery complications.

ANOTHER SPECIAL SCHEME.

As the Christmas season draws near get a quantity of $\frac{1}{4}$ -drachm vials. Fill these with perfume, preferably some scent that you make a specialty of. Give one to each little girl that comes in your store to make a purchase, wishing her "A Merry Christmas." Do not label the vials, or place any advertisement around them. To do so will detract from the prestige that might otherwise accrue to you from the gift. And in any event you may be sure that those who desire more of the perfume will know where they got it and come back to you for it.



C. L. McBride, of Kingston, N. Y., first vice-president of the N. A. R. D., is seen at the left of this view, arranging his camera preparatory to making a hunt for photographic victims. Robert Fraser, of Chicago, stands next to him, while the figure on the right is S. W. Strunk, who officiated at the Chicago convention as one of the assistant secretaries.



This trio, reading from the left, is made up of C. F. Gladding of Hartford, Conn., Thomas Voegeli of Minneapolis, and Frank H. Freericks of Cincinnati. Mr. Voegeli is an ex-president of the N. A. R. D., Mr. Freericks is secretary of the American Druggists' Fire Insurance Co., and Mr. Gladding is one of the prominent association workers in Connecticut.



H. B. Guilford, of Rochester, N. Y., is seen waiting for the delegates to assemble themselves on the steps of the Art Museum, preparatory to having the official picture taken. The Museum is situated on the lake front right across the street from Orchestra Hall where the meetings were held.



Edward Williams, of Madison, Wis., a member of the National Executive Committee, stands at the left of this picture. The other three men are N. M. Massey, George J. Martin, and W. H. Galloway, all of Atlanta. Mr. Williams was re-elected to the Executive Committee at the Chicago convention.



These four Michiganders are H. A. Neuhoff, Julius Greenthal, Minor E. Keyes, all of Detroit, and E. E. Calkins of Ann Arbor. Michigan sent 15 delegates to the convention.



This snapshot of Attorney Joseph W. Errant is unfortunately not very clear. The portrait at the right, still less clear, is that of J. Blanchard of Chicago.

N. A. R. D. Snapshots at the Recent Chicago Convention.



Arthur Timberlake, of Indianapolis, Ind., one of the assistant secretaries at the Chicago convention, was a very busy individual, and he was snatched from his duties for a minute in order to take this picture—hence the absence of some of his wearing apparel. Dr. William Muir, the pharmaceutical belligerent from Brooklyn, stands in the center, while the figure on the right is J. F. Finneran, of Boston.



This distinguished quartette comprises, reading from the left, John C. Gallagher of Jersey City, Charles R. Judge of St. Louis, J. W. Daugherty of St. Louis, and Joseph Helfman of Detroit. Mr. Daugherty will be remembered for his explanation of the character and purposes of the Indemnity Exchange from the platform of the convention.



These three Detroiters are H. A. Neuhoft, Julius Greenthal, and Andrew R. Cunningham—all of them loyal members of the local association. Mr. Cunningham is the very efficient secretary of the organization.



Here we have a trio of Wisconsinites. In the center stands V. A. Pardee of Madison, one of the best known pharmacists of the State. At the left is E. B. Hempstreet of Janesville, while the figure at the right is Robert M. Dadd of Milwaukee.



This group comprises Andrew Scherer of Chicago, William K. Forsyth of Chicago, W. G. Baxter of Chicago, G. A. Graves of La Grange, Ill., and Henry Goetz of Chicago.



These men are P. L. Moriarity of Worcester, Mass., Charles T. Heller of St. Paul, Herman W. Rietzke of St. Paul, F. G. Suckles of Millette, S. D., and P. B. Myers of Omaha.

MY METHOD OF SELLING SOUVENIR CARDS.

How a Live Kansas Druggist Has Made the Most of the Post-card Craze—His Profits from the Business are Considerably More than Enough to Pay His Rent.

By M. K. BARBER,
Larned, Kansas.

"Despise not the day of small things" is a trite and truthful saying and is particularly appropriate to the post-card business.

I am always interested in reading experiences along business lines by druggists, as set forth in the BULLETIN, and so I venture to give my experience with souvenir post-cards. I hope it may call forth comments through the columns of the BULLETIN from which I may gain some ideas in return.

HIS EXPERIENCE.

Three years ago I ordered my first lot of souvenir cards. They were the first ever sold in my town, so I got in on the ground floor, as it were. I ordered 100 leather cards from an advertisement, and they were a poor lot, too, but doubtless up to the average at that time.

They cost \$6 a hundred, and we sold them at 10 cents straight. I had a job to display them satisfactorily. First I put them up in wire card racks and hung them near the front door. They looked good, but in a day or two they began to curl. Then I turned the racks over, and, with a pair of pincers, crimped the loops tight so I could insert the cards up under and let them hang down, but where there were several cards of a kind, and a customer took out a card to look at it, the others would fall out on the floor.

Next I got some card hangers, such as are used by dry goods and department stores, fastened one on each outer edge of the upper side of the card, and then hung them up on the wire card racks. That plan proved satisfactory, and I am still using it.

My next lot of cards comprised 300 "comics," and they were a bum lot, too. I displayed them very nicely on the wire card racks. They cost me, I believe, \$1.25 a hundred, and I retailed them at two for five. They sold well from the start, and my next order was for 1000 assorted, with which I got a circular metal display stand.

At about this time I got a photographer to make

some local views, and they have sold well. I have tried lithographed local views, but, while cheaper, they do not sell as well with me as the actual photographs. Leather cards are steady sellers also.

METHODS USED FOR DISPLAYING THE STOCK.

At present I have five circular display racks and two metal wall racks (each of the latter showing 40 kinds of cards and hanging flat against the wall); I have a space 12 square feet on the wall covered with wire card racks; I have a "Ferris wheel" which was made by a local tinner, and which displays 32 kinds of cards, and, lastly, I use a center table with a top about 3 feet square for the exhibition of cards. I tacked a piece of molding an inch high around this center table top, and I have a card on the table reading: "Closing out these cards at 1 cent each." On this table I throw all odds and ends that I want to dispose of.

Then I have a show-case for displaying cards outside the store. It is a walnut frame case, has four glass sides 14 inches square, and is three feet high. It has a lock door. On the bottom of this case I screwed four legs a foot and a half long, and on top of it I fastened two barn-door hooks. Then I drove two staples in the wall outside, and by hooking the barn-door fasteners onto these staples I made the case solid and secure.

ADVERTISING PLANS.

In this case, which displays about 150 different kinds of cards, I keep a general sample line. On top of the case I have a tin sign fastened, reading "Headquarters for Souvenir Post Cards."

I have an electric flash sign in the window worded as follows: "Largest Line of Souvenir Post Cards in the State." Under the clock which hangs above the wall displays I have an oilcloth sign, 12 by 36 inches, and bearing the legend: "Post Cards."

Occasionally I run a small ad. in the local papers advertising post-cards, and I frequently have a water-color sign on the sidewalk.

I keep the Ferris wheel and the center table, previously referred to, on each side of the front door, as I have a door that is deep and situated in a recess.

I have at present 14 cigar boxes, the small, flat 25 boxes, with lids torn off, resting on the cigar case with different kinds of cards in them. In these boxes I keep my higher priced cards.

On the candy case I have four large post-card albums in which are kept the reserve stock from which the racks are filled. We fill all vacancies in the display racks every morning. If a customer looks over the display racks and finds nothing to suit him, we call his attention to the albums on the candy case.

We have all the display cases plainly marked with the retail prices of the cards, and keep a differently priced set of cards in each rack. We let the customers help themselves. No doubt we lose many cards from theft, but there is no question but that the displaying of the cards increases the sales sufficiently to more than offset this loss.

We also keep stamps for sale and have a desk, with pen and ink, conveniently located for customers' use, while a mail-box is placed on the cigar-lighter stand for people to drop their cards in.

RESULTS.

By these means we have gained a local reputation in the post-card line that, we believe, is a good advertisement for our general business.

One of my clerks was standing on the street the other night near a stairway leading down from a doctor's office, and he overheard a conversation illustrating this point. A couple of ladies came down from the doctor's office, and, pausing a moment on the sidewalk, one of them said: "Where shall we go to get this prescription filled?" The other one said, "Let's go to Barber's; we can look over the cards while they are putting it up."

I devote one window exclusively to the use of the card displays. I have taken out the base, covered the window floor with linoleum, and arranged a table with circular-frame displays on it so that customers can get around it.

CARDS MORE THAN PAY RENT.

My card sales are netting profit which a deal more than pays my rent. I believe the souvenir post-card business is just in its infancy, and that there are great possibilities in it for any druggist who cares to go at the thing right.

AROUND THE CAMP-FIRE.

Two Weird Experiences—The Unearthly Prank of a Mischievous Lad—How a Dead Sergeant Startled His Brother Officers.

The BULLETIN is encouraging its readers to believe in ghosts, because as long as they do so the journal will be the recipient of some good stories. The supply varies with the demand. Dr. E. J. Tucker, New York City, a member of the scientific staff of Parke, Davis & Co., tells an exciting one on his own disembodied spirit:

THE GHOST OF HAMLET'S FATHER.

Dr. R. L. Black's ghost story, published on page 282 of the July BULLETIN, reminds me of a similar experience, the effects of which I shall carry to the grave.

When my father died, my brothers and myself were placed in a school on the Hudson. I was then eleven years old. The school consisted of a central building, with two lateral wings, which had been added at a later period, enclosing an old-fashioned

fireplace at the junction of the central building and one of the wings. The opening had been bricked in, with the exception of that opening on the garret.

There was a story current among the boys that a disorderly scholar had been murdered by a tutor and his body thrown in the old flue, his skeleton being found some years later at the bottom of the chimney. It was said that on the anniversary of the murder the spirit of the boy was pursued by the ghost of the tutor, and the scene of the crime reenacted. Naturally, on that day the boys were in a nervous condition, especially since they had to pass the garret door, which was only a few feet away from the chimney.

On one of these anniversaries I thought it would be a good joke to impersonate the murdered boy. During the day I purloined a sheet from the clothesline, squeezed some alder berries over it to give a sanguine hue; then I placed coal-scuttles, boxes, and

cans at the head of the stairs and impatiently waited for darkness. That night I cut out prayers and waited outside the schoolroom until the boys were about to be dismissed to bed, when I hurried up into the garret, tied the sheet about me, and fearfully, impatiently waited for my victims. I had forgotten the boys were usually admonished not to credit the story of the murdered boy, that there were no ghosts, and that such stories were purely imaginary.

At the end of ten minutes my courage oozed through my fingers; and I was fearfully watching the chimney, expecting to see the real ghost issue forth. At length I heard the boys come scrambling and shouting up the stairs, the latter to keep up their courage. Waiting until half of them had entered the dormitory, I tipped over my pile of débris and sent it clattering down the stairs. At that, the last vestige of courage left me, and with a most unearthly shriek I leaped from the top of the stairs, smashed open the door and landed on all fours among the terrified boys, who, at the sight of my bloody garment, fled through the dormitory, screaming "The ghost, the ghost!" I fled with them, forgetting I was the ghost. Only when I was in the well-lighted room, and seeing the boys would not allow me to come near them, my wits returned and I remembered my rôle. Spreading out my arms I finally had them huddled in a corner. I was now in a quandary, as I knew a retreat meant a signal for an attack.

The previous Friday, "The Prince of Denmark" had been read to us, and unfortunately a passage flitted through my brain. Waving my arms, I said in a solemn voice: "Hamlet, I am thy father's ghost." At that, one of the boys shouted: "Say, fellows, ghosts can't talk."

During my hesitancy, they had gradually been recovering their courage, and simultaneously they rushed upon me. I fled, with the mob behind. They got me in a corner and pummeled their victim with boots, shoes, and everything they could lay their hands on, while one student, Al. Baker by name, slipped to the floor, knife in hand, reached up and slashed me above the knee, almost hamstringing me. It was three months before I was able to walk, and I still have a scar two inches long and half an inch wide.

THE SPECTER OF A FEDERAL OFFICER.

One who reads the following ghost story may be reminded of that passage in Scott's "Lady of the Lake:"

"Such apparition well might seem
Delusion of a dreadful dream."

But any question as to the veracity of the narrative vanishes when we notice the signature of Theo. V. Brown, of San Francisco. Mr. Brown served his country as pharmacist throughout the civil war, and his story teems with historical interest:

On the 15th of December, 1862, the last day of the battle of Fredericksburg, often called "Burnside's Slaughter Pen," the 3d U. S. Infantry, to which I was then attached as hospital steward, was on picket in front of the rebel breastworks at Fredericksburg, Va. The main body of the regiment was huddled behind the brick walls of a tannery, which covered a whole block, while one company did the picketing, losing thirteen men killed and a few wounded. We were immediately under the breastworks, and so close to them that the rebel cannon could not be used against us, but the fire from the sharpshooters was murderous: let a man poke out his hat from a corner of the tannery, and instantly it was converted into a sort of filtering rack.

I viewed our situation with much disfavor; hence was not displeased when, about 9 P.M., Dr. Hall, our regimental surgeon and my immediate superior, presented himself to me. I use the words "presented himself to me" advisedly, for though the powers that be had placed the "unexcellent" doctor over me, he, knowing the eternal fitness of things, and my sensitive nature, was cautious about putting on any frills, and rather deprecated in my august presence the exercise of much prerogative, for how could I ever forget—or he either—the manner of his introduction to me as my future superior, only four months before! That was at Harrison's Landing, on the James River, immediately after the so-called seven days' battle, when I was surgeon-in-chief of a brigade of U. S. regulars. I related that experience in the BULLETIN a couple of years since. The government was very short of surgeons during the last half of the year 1862, and would employ under contract almost anybody who claimed to have studied medicine and surgery.

In July, 1862, all the doctors in the 1st Brigade, 2d Division, 5th Corps, Army of the Potomac, had been taken sick, were put aboard transports and sent home, and I was ordered to collect all the sickest men of the brigade, house them in a near-by barn, and do the best I could for them. My knowledge of disease was crude, the drugs at my disposal cruder, and the articles of diet available still cruder. Many

died, and I foolishly accused myself as their murderer: it was surely no fault of mine that men sick with typhoid fever had to eat hardtack, rice, beans, and rancid salt pork, or starve. True, there was plenty of beef extract, but for that the poor fellows soon acquired a loathing; moreover, it was not known at that time, nor for many years after, that the heat employed in the preparation of "beef extract" eliminated from it all nutritious properties, and transformed it into a mere stimulant.

I had been exercising the function of surgeon-in-chief about one month, and was more than willing to resume my proper status, when one day a tall, uncouth appearing man, with large, protruding, oyster-like eyes, dressed partly in military and partly in civilian's garb, appeared in the barn.

"The commanding officer of the 3d Infantry told me to come here, and you would show me a trick or two," he said, addressing me; then continuing: "I am Dr. Hall, ordered to duty with the 3d Infantry as contract surgeon. Now I may as well tell you at once that I know little or nothing about medicine, and still less about surgery, and I hope you will help me all you can. I told them I had been a student of medicine quite a while, and they immediately offered me a contract. Will you help me?" As he had made no very favorable impression on me, I answered carelessly, "We'll see, Doctor."

"Steward," said Dr. Hall, "I have found the very place for a hospital: it is a nice little grocery store with adjoining living rooms, about three blocks from here. There is plenty of flour and cornmeal, and other good things. What do you say to us taking our wounded and getting away from this place?" "Happy thought, Doctor," said I; "the sooner the better." And without saying anything about it to the regimental commander, we picked up our six wounded men, and, protected by the night from the fire of the sharpshooters, reached the grocery store without misadventure, deposited the wounded on the carpeted floor of the sitting-room, adjoining the store, and proceeded to treat ourselves to the best meal we had had in nearly a year, consisting mainly of biscuits and corn bread. For months I had been dreaming nightly that I had soft bread to eat, and here we had it in plenty. With plenty of salt pork, hardtack, beans, rice, coffee, and sugar at our disposition, we hungered for a loaf of baker's bread, for a potato, for an onion, as no toper hungers for rum. With plenty of greenbacks in my pocket, I found it impossible to procure any of the articles of food

mentioned, at any price. "War is hell," said General Sherman: not that we soldiers cared a rap for its dangers—that was rather an attraction; but, oh, the miserable food!

One of our six wounded men was a sergeant of the 4th U. S. Infantry, the regiment just alongside of us. He had been shot through the head, but not killed, and was, of course, unconscious. This poor fellow died while we were having our late supper, and in due time we covered him with a blanket and let him lie as he was, with the intention of digging a grave for him in the little garden alongside the house in the morning.

Among the treats which the grocery store afforded us were a lot of novels. Next to "soft bread," nothing could have delighted me more. We could find no candles or other means of illumination, but a good fire was burning in the open fireplace in the sitting-room, and I located myself in front of this, with my back to the wounded men and the dead man, ignoring the somber surroundings and the shells that the enemy searched the town with about every ten minutes with the object of spoiling our rest. I lit my pipe, and telling my subordinates to lie down and sleep until I should get tired of reading, I soon became deeply interested in a love story.

I had been reading about an hour, and it was just midnight—the ghost hour as the Germans have it—when I was startled by a loud knock at the door on the other side of the room. Looking around I was not a little electrified to see that the supposed dead sergeant had made an attempt at resurrection, and had without leave or license made for the door.

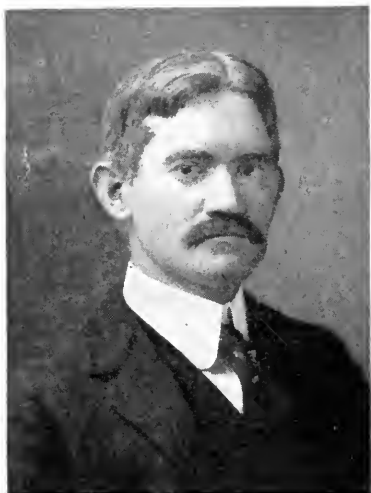
Fortunately I knew something of surgical pathology. I said to myself that the man was not quite dead when we covered him up, and that in the real death struggle there was a muscular convulsion which caused him to jump up and by accident strike the door. I therefore soon regained my equanimity, but the love story had lost its interest for the night, and, waking up one of the nurses, I was soon asleep.

Early next morning I took one of the nurses, and the two of us started in to dig a grave in the little garden outside the house, but we could not escape the vigilance of those ugly sharpshooters, who probably thought we were throwing up entrenchments. Soon one bullet after another struck the fence alongside us. But having begun the pious job, pride would not permit us to abandon it, but it will readily be believed that the grave was not made deeper than necessary.

WILLIAM L. CLIFFE.

A Short Sketch of His Career—Something also About His Two Stores in Philadelphia—Handles no Cigars or Soda—Does a Nice Prescription Business and Makes a Long Line of Specialties.

The name of William L. Cliffe rings familiar to the ears of American pharmacists. Mr. Cliffe is pretty well known by virtue of his efforts in the



WILLIAM L. CLIFFE.

American Pharmaceutical Association, not to mention his various activities in Philadelphia and Pennsylvania.

HONORS AND OFFICES.

Born in Philadelphia in 1865, educated in the public schools of that city and at Norristown, graduating from the Philadelphia College of Pharmacy in 1884, and practicing his profession ever since that time in the city of his birth, Mr. Cliffe is certainly a born and bred Philadelphian. He has always been prominent in the pharmaceutical affairs of his city and State. For some years he has been a member of the State Board of Pharmacy, and is at present the treasurer of that body. He is an ex-president of the Pennsylvania Pharmaceutical Association, and has for a number of years served as chairman of the Committee on Legislation. He is a member of the Board of Trustees of the P. C. P., and he has served one term as president of the Alumni Association.

Of the American Pharmaceutical Association Mr. Cliffe was the local secretary at the famous Jubilee meeting held in Philadelphia during the September of 1902. He was later on elected a vice-president,

and for two years was secretary of the Section on Education and Legislation. In a word, Mr. Cliffe's sound sense, practical judgment, and deep interest in the progress of pharmacy have all conspired to make various associations demand and secure his services for the common weal.

THE CLIFFE STORES.

Soon after his graduation from the P. C. P. in 1884, Mr. Cliffe established himself as a proprietor in the drug store at the corner of Kensington Avenue and Somerset Street. Here he has remained ever since. In 1896, however, he opened a branch store several blocks farther up Kensington Avenue—at No. 2963. This store is under the management of Charles Slobig. Mr. Cliffe usually stops there every morning on the way down from the house, spending the rest of the day at the main store.

It will be seen from the picture of the main store that it is triangular in shape. An effort has been made to have the salesroom as nearly rectangular as possible, however, and this has given a rather



The main Cliffe pharmacy at 2778 Kensington Avenue, at the corner of Somerset Street.

peculiar shape to a second room parallel with the store, and likewise running the full length of the building. The latter is used as the laboratory and

prescription room and is much larger than those customarily found in drug stores. A view of one end of it is shown in an accompanying illustration, but the picture conveys an inadequate idea of the length of the room.

This laboratory, as will be realized from the fore-



The branch store at 2963 Kensington Avenue.

going description of its location, has a window fronting on the side street, and it is a light and commodious work-room. One sees thousands of prescriptions hanging on wire files suspended from the ceiling. Mr. Cliffe sticks to the wire file and believes that nothing better has yet been invented.

His prescription business is gratifyingly large. About 12,000 a year are dispensed in the main store, while something like 6000 are prepared in the branch store up the street. The physicians of the Kensington district have learned that Mr. Cliffe is a careful and conscientious pharmacist, and that the very best of professional service may be had at his stores.

HIS SUCCESS IN THE SPECIALTY LINE.

Mr. Cliffe has developed a considerable business in his own line of specialties. His leader is a product called "Sodafein." This is a headache preparation and it is put up in three forms—a powder, a tablet, and a granular effervescent salt. Another leading specialty is "Rum and Quinine Hair Tonic," while Cliffe's "Violet Hygienic Talcum Powder" is a very

fine product, of which no fewer than 5000 boxes were sold last year. Great pains are taken in the manufacture of the latter specialty. Mr. Cliffe uses a Day sifting machine, and he sees to it that the powder is as fine and silky in feeling as it can possibly be made. The odor is selected and incorporated with equal care, and altogether the product is a meritorious one. It sells for 15 cents.

Two antiseptics are sold under the Cliffe label—one alkaline and the other acid—the first red and the second colorless. Both have the same name—"Boro-thymene." "Boro-thymene Dental Powder" is one of the Cliffe specialties and considerable quantities of it are sold in bulk to Philadelphia dentists. A quince-seed cold cream bears the title of "Creme de Louise." There are several toilet waters—a considerable number of them, in fact. As for triple extracts, or perfumes proper, Mr. Cliffe contents himself with making only one or two. He has found that these require a degree of special knowledge and long experimentation which are quite beyond the druggist. Furthermore, it is exceedingly difficult to get just the right kind of supplies.

THE KEY-NOTE OF HIS SUCCESS.

In making his line of specialties, Mr. Cliffe exhausts every effort to prepare goods of the very finest quality and the highest degree of efficiency. He takes pride in his products and he is tireless in his efforts to improve and perfect them. He wants people to come back again. He believes that the best way to advertise your line is to put quality into it.

One of the interesting things about the Cliffe



The sales-room of the main store at 2778 Kensington Avenue.

pharmacy is the absence of the cigar case and the soda fountain. Mr. Cliffe threw out both departments some years ago from the conviction that they



A corner of the laboratory and prescription room at the main store.

brought no profit to him, and that it would be the part of wisdom to utilize the space for something better.

Some idea of the business done in the main store

may be gathered from the fact that there are four clerks and a boy besides Mr. Cliffe himself. Two of the men are registered. The branch store is conducted by the manager, a registered clerk, and a boy.

REGARDING PHYSICIANS' SUPPLIES.

One of the windows at the headquarters store bears the following legend in gold: "Physicians' Supplies." It does not appear, however, that Mr. Cliffe puts forth any particular effort to do a business in this line. His policy is to sell a physician whenever he can land him easily, and he does this rather than lose the man's business entirely if he happens not to be a prescribing physician. Mr. Cliffe has a notion that the physicians' supply business cannot be made to pay unless it is gone after vigorously—and he has never got to the point where he thought it wise to go into the thing to this extent.

Up a few blocks from Mr. Cliffe is Robert McNeil, whose recent success in developing a physicians' supply business was made the subject of an article in the BULLETIN a month or two ago—all of which goes to show that different druggists hold different opinions, and that each man works out his destiny in his own way.

SHOP SHOTS.

Epigrams that Hit the Bull's-eye—Pointed, Pungent Sayings About a Hundred and One Things in the Drug Store—They are Worth Remembering.

By FRANK FARRINGTON.

The druggist who would be a professional man should not forget that he needs a business manager and a press agent.

Far better be a successful storekeeper than an unsuccessful man of letters.

The druggist is the only professional man who can advertise as much as he will without lowering his professional standing.

The three ways of getting business are waiting for it to come to you, meeting it half-way, and going after it.

The man who waits for business to come to him has his first busy day when the sheriff sells him out.

The man who meets business half-way won't meet more than he can handle with one clerk.

The man who goes after business is the fellow who keeps it away from the other two.

The man who buys the medicine must judge it by its clothes. He doesn't know drugs. Do you send prescriptions out attractively dressed?

Better be a "fast-rate" druggist than a "cut-rate" druggist.

What a variety of things a druggist has to talk about in his advertising space! What a comparatively few of them he mentions!

The more you know about your business, the more you can teach your clerks. The more you teach them, the better for them and the better for you.

The man who "saws wood and says nothing" may saw a great deal of wood, but no one will ever know about it. We don't stand in awe of the Silent Man as we once did.

Advertising is what brings in the customers, but salesmanship is what sells the goods. Don't make

the mistake of thinking that either will do the work of the other.

Take a lesson in bargain sales from the department store man. The fact that you never knew of a druggist having bargain sales is no argument against them.

There is plenty of dead stock in most drug stores that can be disposed of only by putting it on a bargain counter. If you do that, be sure and put the price low enough.

Don't make your bargain counter merely a collection of junk. That won't help get rid of anything. Make it look attractive, even if you have to put a little new stock there at a low figure.

Among the things a druggist can use for bargain counter stock are perfume packages, toilet specialties, stationery odds and ends, household remedies, soaps, etc., etc.

In choosing between the salesman who says too much and the one who says nothing at all, there isn't much doubt which will sell the most goods.

The druggists who do the least for their clerks are pretty apt to be the ones who are most troubled by the scarcity of good help.

The man who is always looking for a snap is pretty sure to be a man without much snap.

Don't get delusions of grandeur just as soon as you get a little money in the bank. A little money is a dangerous thing sometimes.

Do you use two per cent of your gross receipts for advertising purposes? You can afford to do that. It will pay better than a less proportion.

Your clerks will notice your methods with customers and take their cue from their employer. Careless proprietors make careless clerks.

As a druggist you have to work longer hours than most merchants. All the more reason why you should take every precaution to keep in good health.

Customers in old clothes sometimes have the most money in their clothes. You can't afford to take chances and be surly with any one. No gentleman will do so anyway.

No store economy is too petty to be worthy of consideration. Look out for the little leaks and the big ones will force themselves upon your attention.

If you take more interest in the sporting events of the day than you do in your business, how can you expect your clerks to become absorbed in their work?

The only way to get rich quick is by gambling. Unfortunately gambling generally results favorably

for the other fellow. Make up your mind to work for what you get and you will be a more certain winner.

The man who runs his business on the Micawber plan, waiting for something to turn up, will probably find himself turned out.

Don't worry over not being a genius. Persistence has taken more men to the top than ever genius did.

The druggist who reads all the store literature he can get hold of, all the advertising and business-making plans he finds, must be a poor stick not to be stirred into energetic action by that means.

The woods are full of druggists who just make a living. They are all men capable of doing better than that.

The fact that you are the boss and can do as you please doesn't make it any better policy for you to set your clerks a bad example.

It may take more brain than brawn to make a successful druggist, but brains will go a good deal farther if they are backed by a sufficient supply of brawn.

If your prescription department is all right, advertise the fact. If it isn't all right, make it so.

Perhaps there isn't much prescription business in your town. All the more reason why you should try hard to get what there is.

I don't want any medicine put up for me by an absent-minded druggist. Besides, absent-mindedness is a habit that ought to be cured.

Is yours a prescription counter where you have to stop to clean a mortar or a graduate before a prescription can be put up? No wonder you don't succeed.

Either have it understood when the goods are sold that they are not guaranteed, or else give back the customer's money when the purchase proves unsatisfactory.

Every poor pay customer put on your books makes one more cash customer for some other drug store.

The most expensive help you can get is "cheap help." Fewer clerks and better ones will do more for your store than poorer clerks and more of them.

Cutting prices is not the short road to a big business. It takes no business ability, no brains, no shrewdness to sell goods for nothing. All are required, though, in getting a profit.

To sell at cost is the expedient of a man of no resources. To advertise and do it successfully is the mark of the true business man.

In advertising, Mr. Druggist, get right to the

heart of your ad. at once. No matter how good the advertisement, few people will ever get past a long-winded introduction.

Don't buy a big space just for the sake of having it. Don't buy more than you can fill with red-hot business talk. If you are short on talk, go short on space also.

Study the public that reads your ads. and don't write over their heads. Advertising that doesn't get

read is like advertising that is never written, only much more expensive.

You can't sell anything to the people who don't come into your store. Get them in by hook or crook and have clerks who can do the rest.

Good salesmanship consists no more in overselling than in underselling. The oversold person is never a satisfied customer. Better sell a man too little than too much.

THE CONFERENCE OF PHARMACEUTICAL FACULTIES.

A Clear and Philosophical Discussion of Some of the Problems Confronting this Useful and Promising Organization—An Earnest Plea for More Democratic Membership Requirements—The Doctorate Degree Espoused.

By JAMES H. BEAL.*

What is the intent and purpose of the American Conference of Pharmaceutical Faculties? Why does it exist, and what function is it designed to perform?

Is it intended to be a club wherein congenial spirits may meet for fellowship and the discussion of topics of mutual interest, while reflecting with smug satisfaction that they are of the elect, and that the uncleansed have been excluded?

Certainly the Conference exists for a more worthy object, and proposes for itself a much higher ideal than this.

Does it exist for the purpose of so molding public opinion and so influencing official action that students of pharmacy shall be driven into the institutions which are members of the Conference and kept away from the schools which are not members, regardless of the character of the latter?

There is not a representative here who would not indignantly resent the imputation that the Conference existed for any such narrow and selfish purpose.

Our association has a far more useful aim than the bringing together of kindred spirits, and a far less selfish motive than the advancement of the material interests of its members at the expense of their competitors. The fundamental purpose of the Conference is service, not profit: service to the science and art of pharmacy by raising the general standard of pharmaceutical education, and thus a service to humanity; a service that shall be altruistic,

since we hope for no reward save the satisfaction of the workman in his work; utilitarian and practical, since we intend it to be a service that shall result in the greatest good to the greatest number.

If this be a true conception of the great intention of our existence as an organization, it will be in order to inquire as to the particular methods by which this intention may be most perfectly realized.

UNIFORM REQUIREMENTS.

Among the various tasks which have been proposed as worthy of our attention is that of unifying the requirements for admission to colleges of pharmacy, and harmonizing the scope and character of the instruction given therein.

Doubtless this is an important and worthy enterprise, but we should not lose sight of the fact that uniformity is sought only as an instrumentality for the accomplishment of a greater and more useful work, and not as an end in itself. Uniformity must not be allowed to become a fetish taking precedence of all other activities.

Substantial uniformity in the main framework of pharmaceutical curricula is highly desirable, but an absolute dead level of uniformity in educational methods would be an abomination. The healthy and natural development of educational institutions requires very great liberty in the selection of methods and character of work, and the denial of such liberty could not fail to work infinite harm.

In our early student days we all learned the history of the first great exponent of the doctrine of uniformity, Procrustes by name, who when his guests were too short for his beds forcibly elongated

*Portions of the presidential address delivered at the recent annual meeting of the American Conference of Pharmaceutical Faculties in New York City.

them, and when they were too long, amputated the surplusage. We must not permit our desire for uniformity to become so intense that it will lead us to the adoption of methods which may result in the maiming and crippling of institutions which have a natural tendency to develop in different directions and along lines peculiar to themselves.

We have as members of our association two classes of pharmacy schools, which for convenience may be designated respectively as the old line colleges of pharmacy, and the university schools of pharmacy. Each type has excellences peculiar to itself, and each does useful work which could not well be duplicated by the other. Each cultivates a somewhat different field, and each, in a sense, serves a different constituency.

In the writer's opinion we cannot afford to eliminate the schools of either class, nor should we adopt such Procrustean methods of unification as would produce a single class the individual members of which would resemble each other only in being uniformly crippled. It will be a far wiser and more profitable policy to encourage both classes of institutions to develop along the lines most available to their respective peculiarities of organization, and it could not but be productive of harm to arbitrarily prescribe the course which either class must follow.

THE VISION OF THE HIGHER PHARMACY.

A second great object that has been set before the Conference is the elevation of educational standards, and here too, as in the case of uniformity, common sense must be mingled with zeal.

When I was younger in years, with more enthusiasm and less experience, I enjoyed a delightful vision of the higher pharmacy that would sometime prevail—a pharmacy that would be based entirely upon university ideas. But alas, with the coming of gray hairs, the vision has faded out! The star to which I thought to hitch my educational wagon has become a misty nebula, remote and dim.

It is difficult to believe that the most enthusiastic advocate of the higher education of the pharmacist can take a careful survey of the present actual conditions in the United States and then declare in cool blood that a university education should be made the only door to the retail drug business, or that we are as yet even within measuring distance of the period when university standards can be universally enforced.

This conclusion has not been reached willingly,

but sorrowfully and reluctantly, and only because after careful search there seems to be no solid ground of fact upon which to base a different opinion.

Much, of course, depends upon the manner in which the investigation is conducted. If we hold ourselves sufficiently aloof from the subject of study, closing our eyes to all evidence which does not harmonize with our theories, and pull resolutely upon our boot straps, it is possible to arrive at almost any conclusion we may desire to reach.

It is the too common disposition of the teacher to frame his theories of education and government upon conditions of society which might, could, would, or should exist, rather than upon conditions which actually do exist, that has caused him to be generally regarded as a very impractical and visionary sort of person.

It is, after all, only a very small portion of the world that is visible through the lecture-room windows, and if we do not occasionally leave the academic atmosphere and mingle with the current of practical affairs there is danger that we shall lose touch with the actualities of life, and through our isolation develop an esoteric and impossible system of pharmacy which has no place in the real world, and be left at last like priests without followers, the lonely ministrants of empty temples.

SYSTEMS OF EDUCATION MUST FIT THE AVERAGE MAN.

In devising any general scheme of education or legislation it must be made to fit the requirements and abilities of the average man, if practical results are expected. The average man constitutes the major portion of society, pays the most of the taxes, does the greater part of the world's work, and could we penetrate the purpose which lies behind the cosmos I doubt not we should discover that the world was made for him and that the man of extraordinary capacity is, in legal phrase, only a tenant by sufferance.

The man of exceptional ability is of exceptional occurrence, and while he should have perfect freedom of development, we cannot afford to hamper the well-being of a whole generation of ordinary men for his particular benefit. Consequently schemes of government and educational policy must have reference to the average man, rather than to the rare individual of unusual endowments.

Beyond doubt the university schools are destined

to continue and to increase in usefulness and influence, while their product will always be readily absorbed into the pharmaceutical economy, but a candid survey of the field teaches plainly and uncompromisingly that there will always exist a considerable proletariat in pharmacy which must be recognized and reckoned with, and which must be educated upon other than university standards or not educated at all.

This is not pessimism; it is the philosophy of realism. It is looking the real facts squarely in the face. It does not mean that we shall strive less ardently for the attainment of all that is highest and best in pharmaceutical education, but that we shall plan our educational edifice with reference to the purpose it is to serve and to suit the materials out of which it must be constructed, choosing the best materials available, but making the building habitable for ordinary men.

INCREASING THE MEMBERSHIP OF THE CONFERENCE.

A problem of immediate concern to the Conference is that of increasing its membership. In this connection I cannot do better than to quote my immediate predecessor, who said: "I cannot believe that we have within our fold all of the schools which are earnest and honest in their purpose, and efficient in their work. I trust that our membership will grow until it includes every desirable school. We need them and they need us." To these wise and politic words of Dr. Whelpley I give my unqualified assent, believing that they point us to an imperative duty which we cannot afford to ignore.

When a college knocks at the door of the Conference its admissibility, in the writer's opinion, should be determined by the answer to the following question:

Is the school seeking admission, in the strength of its teaching force, equipment, and standards of admission and graduation, fairly abreast with other colleges in the same or similar territory, and is it laboring honestly to raise its standards as rapidly as the general educational conditions of its territory will permit?

If the institution is making an honest and successful endeavor to measure up to the opportunities within the territory in which it is located, we may extend the right hand of fellowship in full confidence that as its opportunities enlarge it will advance its requirements and facilities in like proportion.

THE DIFFERENTIAL IN ENTRANCE REQUIREMENTS.

Either because of a difference in the date of settlement, or in early educational policy, or because of the retarding influences of the civil war, or for some other reason, the educational facilities of different States vary within quite considerable limits.

Theoretically, it may be possible for every boy and girl in the United States to obtain a high school education; but if local conditions are examined it will be found that in some sections the aspirant for a high school education must make a very much greater effort and submit to very much greater sacrifices to realize his ambition than are required of boys in other sections. In some cases the difficulties are so great as to be virtually prohibitory. Practically therefore the conditions are very unequal.

This virtually shuts us up to a choice between two alternatives: either to adjust our rate of progress in requirements to a minimum sufficiently low so that the colleges in the least advanced portions of the country may be able to keep pace therewith, or to adopt a differential in requirements, making the minimum in each State or section a standard practically attainable in that State or section.

The objection to the first course is that it would hold the colleges capable of making the most rapid advancement back to the rate of the slowest. The latter alternative is therefore the one which, in the writer's opinion, we as practical men, more interested in useful results than in academic theories, should adopt.

To settle upon a differential which would be perfectly equitable to all sections might be difficult, but not more difficult than to ignore the fact that some such concession is desirable.

It would be expecting too much of human nature to hope that the State boards and legislatures of the South and Southwest will recognize the institutions belonging to the Conference, if the latter will not admit to membership the representative institutions of these sections, and unless the Conference can be generally recognized as the authority which determines the respectability and standing of the colleges and schools of pharmacy in the United States, its effectiveness as an agency for educational progress must be largely curtailed.

If we settle upon the principle that the minimum requirement for entrance to a college of pharmacy shall be as high as, but no higher than, the conditions within the territory in which the college is

located will permit it to successfully maintain, our action will be accounted reasonable and just by all men: just as certainly will it be considered unreasonable and in restraint of real progress if we adopt an inflexible standard based upon the favorable conditions in the more advanced States, and insist that the colleges in the less favored localities shall either conform to this standard or pass out of existence.

PHARMACEUTICAL DEGREES.

The matter of pharmaceutical degrees is a problem still pressing for solution.

It can scarcely be doubted that the educated pharmacist has been sorely handicapped in the effort to secure the recognition which his learning deserves by the lack of an appropriate professional title such as the practitioners of the collateral branches of medicine enjoy.

Of the various degrees commonly awarded upon the completion of the pharmaceutical curriculum that of Doctor of Pharmacy is the only one appropriate to its subject, and the only one possessing the popular significance which would make it valuable.

Learned disquisitions as to the derivation and original significance of the Doctor's degree are of little value in the face of the fact that it has come to be universally accepted as the appropriate designation for one who has completed a collegiate course of study in some branch of applied medicine, as Doctor of Medicine, Doctor of Dental Surgery, or Doctor of Veterinary Medicine, and this understanding of the title is likely to persist in spite of all efforts to the contrary.

The principal disagreement, however, is not as to the appropriateness of the title of doctor of pharmacy, but as to the terms upon which it shall be conferred.

Some advocate that it be conferred upon the completion of the usual pharmaceutical curriculum, in place of the absurd and unusable Graduate of Pharmacy, while others would have it conferred only upon the completion of a course of study parallel with a university course for the degree of doctor of philosophy, and based upon the same kind and extent of preliminary training.

Those who maintain the latter view do not, however, give a satisfactory explanation of the reason why pharmacy should be made to bear a so much heavier burden than has been placed upon the practice of medicine.

If an accurate census could be made of the college

history of those who bear the title of Doctor of Medicine, it would probably be found that a majority of them received it at the conclusion of two courses of lectures which included a considerably smaller number of hours of didactic instruction and very much less of laboratory practice than is now required for graduation in pharmacy by the average institution which is a member of this Conference.

Medical education has been in the course of active evolution in this country for a century or more, and is still far from the attainment of a university standard for Doctor of Medicine, while the college education of pharmacists has become a real issue only within the past two decades. Should pharmacy be asked to reach at a single bound what medicine has not been able to achieve after a century of striving? The distance to be passed over is too great to be taken at one leap, and we would not do credit to our knowledge of the manner in which reforms in human society are brought about should we attempt to fasten this handicap upon the cause of pharmaceutical education.

Pharmaceutical education has made tremendous strides in the past 25 years, and in view of the difficulties in the way, more than might reasonably have been looked for; it may reasonably be expected to make an equally great advancement within the next equal period, but we must not expect it to pass almost at once from the lowest to the highest level.

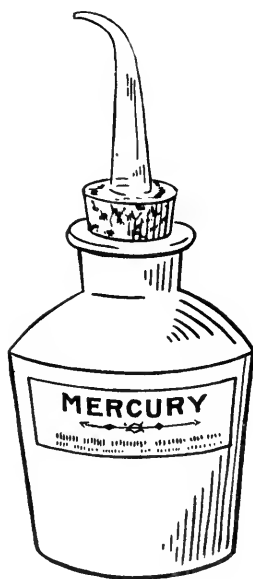
In connection with this subject, it may not be out of place to consider the propriety of conferring the honorary degree of doctor of pharmacy upon those who by their labors have contributed materially to pharmaceutical advancement. There are very many who, either with or without the aid of a college training, have earned honorable distinction in one or another field of pharmaceutical endeavor. In the writer's opinion our colleges would be doing a very worthy thing by making their annual commencements the occasions for recognizing the services of such men by conferring upon them the degree of Doctor of Pharmacy, *honoris causa*.

The above is not offered with the intent of committing the Conference to any particular policy upon the subject of degrees, but for the purpose of pointing out clearly some of the factors in the problem, and as a partial excuse for the expression of the writer's belief that the natural evolution of events is toward the universal adoption of the Doctor's title as the usual and appropriate degree for those who graduate from our colleges of pharmacy.

DOLLAR IDEAS.

A MERCURY BOTTLE.

D. E. Nicklas, Chambersburg, Pa.: Dispensing mercury is often troublesome. The metal is very apt to run anywhere rather than into the proper receptacle. Secure a cork which fits a one- or two-



pound jug of mercury, or a larger one. Bore a hole through it large enough to hold the barrel of an eye-dropper. Place the cork in boiling water in order to soften it and then force through the opening a curved dropper, or use a straight one and bend the point afterward. The mercury can then be poured out at will. This contrivance is not only convenient, but it saves mercury. The simple nature of the device is shown in the accompanying illustration.

PREVENTING PRECIPITATION IN MIXED PAINTS.

From an Iowa Druggist: The care of paint stock is a matter of concern to any druggist who carries this line. After mixed paints stand for a year or more, the pigments start to precipitate and finally settle to the bottom of the container as a hard, dense mass. A paint in this condition will not mix with oil and turpentine. The customer invariably complains; so the druggist will do well to observe the following precaution: Invert every can of paint in the late fall, and let the cans remain inverted until

spring. Then set the containers upright. By observing this routine every fall and spring you will avoid precipitation in the paint and consequent complaint from your patrons.

TO GRADUATE A BOTTLE OR JAR.

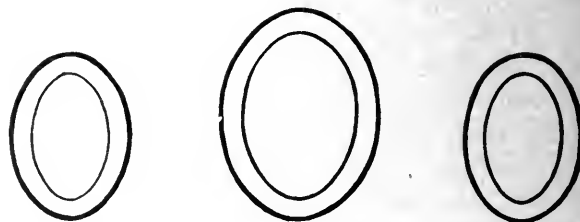
E. L. Cheeseman, Ithaca, N. Y.: Paste a narrow strip of paper vertically on the side of the bottle; then weigh or measure in successive portions of liquid, marking the divisions on the paper with *water-proof drawing ink*. After the ink is dry, varnish over with a solution of gelatin of a consistency to flow freely. When it is dry brush it over with a solution of 40-per-cent formaldehyde. This will harden the gelatin, rendering it impervious to water so that the dish can be washed.

WRITING THE PRESCRIPTION NUMBER ON THE BILL.

J. F. Shores, Talladega, Alabama: In making out an account including prescriptions, always put down the numbers: for instance, **R** 25050. This enables the customer to check his bill according to corresponding numbers on his prescription bottles. Such a system prevents any one from feeling that he is in the dark. If you just write the prescription sign "**R**" on the bill, the customer has no way of telling what particular prescription was involved.

SCHEME FOR A WINDOW EXHIBIT.

Fred F. Wilson, Toronto, Canada: An attractive window trim can often be arranged on a wooden frame. Here is one well worth reproducing. Order three ovals at a planing mill as illustrated.



The large one is 40 inches high and the smaller ones are 34 inches. They are made from lumber 6 inches wide and 1 inch thick. Cover the frames on one side with green cloth and on the other with red. Use the forms either in a perpendicular or horizontal position, and pin the goods to them. With

euthymol tooth-paste, or similar carton goods, the packages may be easily attached to the form, while the tubes themselves can be displayed on the window bottom. This scheme, I have found, adds greatly to the selling value of a window display.

APROPOS OF OLIVE OIL.

Crawford T. Ruff, Montgomery, Alabama: Little drops of water, no less than little grains of sand, play an important part in the economies of life. One—just one—little drop of water inadvertently left in a bottle can easily render unfit for sale a whole pint of clear and beautiful olive oil. The faintest suspicion of moisture should be driven from every container before filling it with olive oil.

POLISHING SPATULAS.

Frank Lichtenberger, Indianapolis, Ind.: Tarnished and rusty spatulas are such inevitable things in a laboratory that a suggestion for polishing them is always welcome. Employ a cork, size 8 or 9, powdered pumice-stone, and water. Wet the large end of the cork in water, dip into the pumice, which adheres readily, and rub the spatula until it is polished. This procedure is simple but effective.

AN IDEA FOR THE CASH BOOK.

George E. Mariner, La Crosse, Wisconsin: At the end of the month I post the entire footing of each account in the ledger. This saves space in the ledger and also time by obviating the necessity of

CLEANING OINTMENT SLABS.

W. W. Rose, Georgetown, Delaware: In the September BULLETIN appeared an article on the use of methyl alcohol for cleaning greasy ointment slabs. Here's another idea in the same direction: Take a small quantity of sodium bicarbonate and work it over the oily surface with a small piece of tissue-paper for a few minutes. Then rinse off the alkali, wipe the slab dry, and it is ready for use again. The grease is entirely removed in this way.

DISPOSING OF EMPTY TIN CANS.

C. K. Bushey, Dillsburg, Pa.: As some wholesale druggists will no longer accept one- and two-gallon tin cans for credit we are turning them to use in our store. We direct our tinner to put small spigots on these containers near the bottom. They make very cheap receptacles for oils and crude car-bolic acid. For castor oil and glycerin they are better than the pump arrangement, as there is nothing to get out of order.

A KINK IN MAKING SOLUTION PEPTONATE OF IRON WITH MANGANESE.

George A. Bunting, Baltimore, Maryland: The National Formulary makes no provision for the preparation of soluble manganese citrate, although it specifies this product in the formula for solution of peptonate of iron with manganese. I have been unable to get the so-called "soluble manganese citrate." However, I discovered that by adding the ammonia directed in the formula to the manganese

CASH—DEBIT.				CASH—CREDIT.									
1907				G.E.M.	Mdse.	Fght.	Post.	Advt.	Light.	Clerks.	Ex-pense.	Acct. paid.	Sun-dries.
Feb.	7	Amts. forward.....	178.70	26.10	18.56	8.61	3.05			18.00	2.00	34.94	68.55
	"	To Miss L.....		7.10									
	"	" Boston Art Co.....		5.35									
	"	" Mrs. G. E. M.....		19.00									
	"	" Mdse. Sales.....	26.75										
	"	By Mdse.....			.20								
	"	" Expense Acct.....									.25		
	"	" State Bank.....											129.55
	"	" Light Acct.....											
	"	" Postage.....					1.50		6.50				

posting each item of the daily accounts. The "amounts received" must be properly entered. The same is true of "sundries" and "accounts paid"—that is, small drafts which are paid from cash and not by check. Try this idea.

citrate, instead of to the solution of ferric peptonate, a soluble double salt was formed. These observations will no doubt be of service to any one who contemplates making the National Formulary preparation of peptonate of iron with manganese.

LETTERS.

AN INTERESTING LETTER ON VARIOUS PRACTICAL SUBJECTS.

To the Editor:

In the October BULLETIN I notice a query on the following "incompatible" prescription:

Zinc sulphate2 drachms.
Sulphurated potassa2 drachms.
Distilled water, enough to make.....2 ounces.

Your correspondent will find that if he dissolves the two ingredients separately, and filters the solution of sulphurated potassa before mixing it with the other solution, he will get a nice product, white or very nearly so, in which the precipitate is easily diffused through the mixture. The amounts of the salts are slightly in excess of what I have usually seen prescribed, and I may say, too, that rose water is preferable to plain distilled water if a nice preparation is desired.

Regarding your correspondent's suggestion concerning a device for filling castor oil bottles (page 433, October BULLETIN), I wonder if he ever tried the dispensing tanks made by the Whitall Tatum Co. for castor oil, glycerin, etc. The price is comparatively small, they are good receptacles for stock, and they involve less room and trouble than any device yet shown to me for such purposes.

While writing I might say that I find the most satisfactory way of filing my prescriptions is simply numbering them and filing in a transfer case which holds about 600 easily, and which costs \$3 a dozen at the outside. They can be had of any good stationery house or of The Office Specialty Co. of Canada. Before filing the prescriptions I enter each day's business, representing "repeats" also, in a register giving: Name; Address; Request; New; Doctor; Dispenser; Checker; Cost; Charge or Paid; and How Delivered.

Under the "Repeat" or "New" title the number of the prescription is placed. In the "Charge or Paid" column I usually find enough overlooked charges to pay for the book. The book affords a ready reference for looking up a prescription of which the customer has lost the number, and at the end of each month I have totals of "Repeat Rex," "New Rex," "Total Cash," and average price per rex, which make interesting data for comparison.

I usually find the BULLETIN the most attractive

drug journal which comes to my desk, and the ideas obtained are always worth the subscription price.

I would prefer not to have you use my name, as I am comparatively young in years and only nine months' old in the business, and there are so many others who could tell you the same thing if they would only write.

PHARMACIST.

Ottawa, Ontario.

EARLY CLOSING IN OHIO.

To the Editor:

I note your editorial reference in the October BULLETIN, on page 398, to the early closing movement in Norwalk, Ohio—6 o'clock on every night but Saturday. Yesterday I mailed you marked copies of two Norwalk daily newspapers referring to your editorial. I presume you are curious to know how the first week of early closing passed off. It was so uneventful that it seems as though it had always been.

Should we return to longer hours, which does not seem probable, it will not be on account of public demands or needs. For the benefit of druggists who are desirous of bettering their condition in point of hours, it might be well to tell your readers what kind of a place Norwalk, Ohio, is.

It has a population of about 10,000. Among its industries are railroad shops employing about 300 men, piano factory and steel mill employing about 250 men each, and a number of smaller industries. We are on the line of the New York Central and Wabash railroads, and have five lines of interurban electric railroads radiating from our center. Many of our retail stores compare favorably with those of cities of from twenty to forty thousand inhabitants.

Local conditions have to be considered. Out in Oberlin, a college town not far from Norwalk, it would not be practical to close before 8 p.m. Sundays, however, the stores are closed all day.

Oberlin, Ohio, Oct. 7.

OTTO M. HARTER.

REGARDING THE PRESCRIPTION OF ZINC SULPHATE AND "LIVER OF SULPHUR."

To the Editor:

I note on page 437 of the October BULLETIN that G. C. D. asks advice about a prescription containing zinc sulphate and sulphurated potassa, with water. Such a combination is used to a considerable extent in New York, both at the leading clinics and by several physicians who are noted dermatologists.

If zinc sulphate and sulphurated potassa are used in equal quantities, as given by G. C. D., and if each salt is made into a solution and filtered before being mixed with the other, the final product will be of a creamy color and consistency. If the solution of the potassa salt is not filtered, the grayish insoluble matter which remains in suspension will cause the finished product to have a dull-gray color. If the sulphurated potassa, or "liver of sulphur," is used in larger quantities than the zinc sulphate, then the product will have a distinct yellow color, the intensity of the yellow differing according to the manner in which the two solutions are mixed. If the sulphurated potassa solution is added to the zinc solution, the product will be lighter than when the order is reversed.

That a white product is wanted can be judged from the name by which the product is known by physicians, namely, "lotio alba."

Precipitated sulphur is often added by some physicians when the product is designated as "lotio alba comp." By rubbing up the dry sulphur with a small quantity of alcohol before adding the mixture containing the zinc and potassium salts, a more elegant preparation will be obtained, due to the better subdivision of the particles of sulphur.

H. J. GOECKEL, PHAR.D.

Van Nest, Bronx, N. Y.

MORE ON THE INSPECTION OF STEEL FOUNTAINS.

To the Editor:

I note in the August BULLETIN OF PHARMACY the comments of Mr. B. Briggs, of Oakfield, N. Y., on my method of inspecting the interior of steel fountains by means of the pyro pen or wood-burning outfit.

With all due respect to the intelligence of Mr. Briggs, we all know that fountains can be inspected, after getting rid of the carbon dioxide, by means of an ordinary candle attached to a wire so as to hold it in an upright position. I do not suppose there is any one who has had anything to do with steel fountains who does not know that. But the remarks of your humble servant on this subject were along the lines of a new idea, or a new use of a common article, and new ideas are what the business man is looking for nowadays.

The use of a candle in this connection is an old idea. Steel fountains may also be inspected by means of a tiny electric lamp connected with a bat-

tery or with the commercial current. Most every one knows this, too.

It is not so very often that the occasion is apparent for the inspection of the interior of steel fountains, but when the emergency arises we desire to know the most convenient and rapid way in which to perform the operation.

In employing a candle for this purpose the operator should use caution lest he get smoke in his eye and soot on the interior of the fountain.

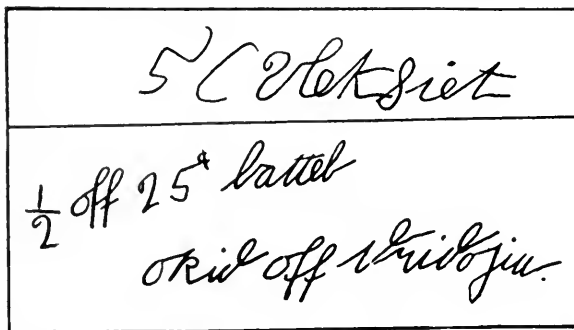
Washington, D. C.

A. B. BURROWS.

TWO PUZZLERS.

To the Editor:

I am enclosing herewith an order recently received by the Alley L. Pharmacy, of Chicago. The first bunch of hieroglyphics calls for 5 cents' worth of



flaxseed, and the second for one-half of a 25-cent bottle of peroxide of hydrogen. I think both of these will make BULLETIN readers study somewhat.

Chicago, Ill.

PRENTISS MCKENZIE.

A FORMULA FOR COLD CREAM.

To the Editor:

Here is a formula for cold cream which may be of interest to your readers:

White wax	10 ounces.
Paraffin	10 ounces.
Albolene	54 ounces.
Cacao butter	4 ounces.
Water	20 ounces.
Perfume	q. s.

Heat the albolene and dissolve in it the wax, paraffin, and cacao butter. When the ingredients are melted add the water and perfume.

An egg-beater produces a cream which has all the required properties and will not turn rancid. The addition of a little sodium bicarbonate will increase the fluffiness, but the addition of this ingredient is optional.

A. C. HERRNBERG.

Ellenville, N. Y.

SOME LABORATORY HINTS.

To the Editor:

I read with interest Mr. Luther Marshall's contribution to the department of "Dollar Ideas" in the September issue.

OINTMENT OF YELLOW OXIDE OF MERCURY.

Mr. Marshall said that in preparing ointment of yellow oxide of mercury, the oxide should be rubbed up with a little almond oil and then incorporated with the base in order to produce a smooth product. Experience has taught me that a few drops of distilled water, substituted for the almond oil, will produce just as smooth an ointment. Furthermore, the product made with oil is prone to turn rancid. Your readers should try this and verify my statements for themselves.

OVERCOMING THE DISAGREEABLE ODOR OF IODOFORM.

To completely remove the disagreeable odor of iodoform from the hands or mortars, I make a paste of English mustard and water and use this in place of soap. It surely removes the odor and does it quickly.

A. B. ROBERTIELLO.

New York, N. Y.

THE PRICE OF DENATURED ALCOHOL.

To the Editor:

On page 399 of your October issue we find a statement to the effect that Mr. David A. Gates, a special representative of the Internal Revenue Department, says that denatured alcohol is being furnished to retail druggists at the rate of 29 cents per gallon. If you have Mr. Gates's address, and will do so, we will be glad to have you ask him where he gets this information. We have not been able ourselves, as jobbers, to buy denatured alcohol as low as 29 cents, and the lowest price we know of it having been sold to retail druggists, in barrel lots, is 35 cents, with an advance for smaller packages.

Milwaukee, Wis.

YAHN & LANGE DRUG CO.

MORE ABOUT THE PRICE OF DENATURED ALCOHOL.

To the Editor:

I have just read the criticisms of David A. Gates, the special revenue agent, in the October issue of the BULLETIN, and I hasten to write you my experience regarding the price of denatured alcohol. I retail it at 15 cents a pint or 75 cents a gallon. It costs me 43 cents (not 29) in half-barrel lots, and

we have to accept the government inspector's statement of the contents. The last half-barrel I bought was billed me as containing 26.65 wine gallons, these being the figures on the stamp. By actual measurement, however, the package contained just 21 gallons, and I consequently had to pay 54½ cents per gallon for the substance. If I am paying too much for the product I would like to be enlightened as to a cheaper market. Evidently I have been unfortunate, or else Mr. Gates is talking through his hat!

Baltimore, Md.

GEORGE A. BUNTING.

SUNDAY CLOSING.

To the Editor:

I want to thank you, and Editor Gibbard of Toronto, for the very interesting letter in the August BULLETIN regarding the new Sunday observance law of Canada. What has been done to give the druggists of Canada an opportunity to enjoy the rest day, can also be done in the United States, and I hope the day is not far distant when the too prevalent custom now prevailing among pharmacists of our country in the matter of *unnecessary work Sundays* will be changed for the good of all concerned.

Scranton, Pa.

J. G. BONE.

To the Editors:

I would not do without the BULLETIN OF PHARMACY if it was double the price it is. I have read several others, but there's none its equal!

Loveland, Ohio.

EDWARD J. BLANK.

To the Editors:

I have been a reader of the BULLETIN for some time now and I find it to be the best drug journal that I have ever seen.

Carrabelle, Fla.

To the Editors:

I am a subscriber to other journals, but I consider the BULLETIN the brightest one published.

Cleveland, Ohio.

LEO A. LESSER.

To the Editors:

Could not do without the BULLETIN. It is the best of them all.

Telluride, Colorado.

To the Editors:

The BULLETIN is getting better every issue.

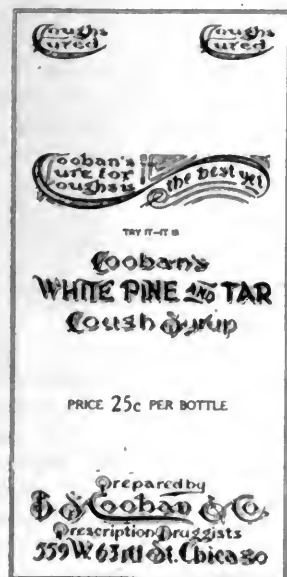
Hubbell, Mich.

HUBBELL PHARMACY.

SPECIMEN ADVERTISEMENTS.

A COUGH CURE BOOKLET.

B. S. Cooban, the well-known Chicago druggist, has recently gotten up an eight-page booklet exploiting "Cooban's White Pine and Tar Cough Syrup." There are a number of good things in it, and it may be profitable to print the entire text for the benefit of readers of the BULLETIN. There is perhaps too much matter, but others, in reproducing it for their own purposes, could use as much or as little of it as they deemed necessary. It contains good text for several newspaper ads., indeed, even if



Front cover.



Rear cover.

it is not used in booklet form. The front and rear cover designs are shown in the accompanying illustration. The booklet is $4\frac{5}{8}$ by $8\frac{1}{4}$ inches in size, and printed in black ink on white stock. The full text follows:

Second page:

HOW A COUGH STARTS.

A cough is like a debt in that both may be easily contracted but soon become a nuisance and often mighty hard to get rid of. It takes very little to start a cough or a cold.

An open window, an open door, sitting in a draught, insufficient clothing, a sudden change from a heated interior (like a theater or ballroom) to a cooler atmosphere—these and plenty other reasons are quite sufficient to cause one soon to realize that a cough or cold has lodged in the system.

At first it is probably considered a "mere nothing."

The symptoms are slight. The inconvenience is trifling. But if it remains unchecked the cough grows worse and presently it develops into a downright nuisance.

The tickling sensation at first experienced is Nature's warning that an irritation is affecting the mucous membrane lining the throat and bronchial tubes.

Every cough affects this delicate membrane. The longer you cough the more affected it becomes. Presently the membrane becomes inflamed and congested. Coughing becomes frequent and painful, after which the results become more direct, dire and disastrous. The consequences may be far-reaching.

Therefore even a blind man can see that from every motive of health policy an effective quietus should, at the very outset, be put upon the cough. This is best done with

COOBAN'S WHITE PINE AND TAR COUGH SYRUP

Prepared by B. S. COOBAN & Co.,
559 W. Sixty-third St., Chicago.

* * *

Third page:

WHAT A COUGH MAY LEAD TO.

A "simple little cough" may lead to many unhealthy roads that terminate only at the mouth of a grave. There is nothing more insidious than a "simple little cough."

It appears innocent, but in its apparent innocence lies its greatest danger, for it may be overlooked and neglected only to have it develop into a more harmful form of disease.

Consumption usually starts with a "simple little cough."

Asthma generally begins with a "simple little cough."

Bronchitis nearly always opens up with a "simple little cough."

The many forms of chronic lung and throat troubles as a rule find a beginning in a "simple little cough."

Nearly all consumptives will admit that their present sad physical conditions originated in a "simple little cough." The cough, neglected, grew worse and worse until chronic tuberculosis developed. Truly "a stitch in time saves nine." Stop that cough with

COOBAN'S WHITE PINE AND TAR COUGH SYRUP

Prepared by B. S. COOBAN & Co.,
559 W. Sixty-third St., Chicago.

* * *

Fourth page:

ARREST THAT COUGH IN TIME.

"There is no time like the present" is a saying which gathers force when considered in connection with a cough. It makes no matter whether the cough is incipient or long seated; prompt and intelligent steps should be at once taken to eradicate it.

Let us suppose you go to the theater. In returning home in a crowded street-car a draught from one of the upper window ventilators comes down upon you—a chilly but welcome contrast to the hot, stifling air within. Next day you have a cough. You think nothing of it.

But in a day or two after this you have sore throat. The constant irritation of the mucous membrane is beginning to show results. This sore throat is annoying—more so than the "simple little cough," but when it runs into bronchitis or tonsillitis it becomes more annoying. In fact it becomes painful and exasperating. But this is not all.

A cough permitted to go unchecked may work much havoc

in three directions. Its inflammation can attack the tonsils—resulting in tonsillitis. It can attack the bronchial tubes, resulting in bronchitis inside the tubes, and asthma or catarrhal asthma if outside the tubes. Or it can work down into the lungs and pave the way for the development of that dread disease consumption.

Coughs and colds—especially in a variable climate such as ours in Chicago—are so common that it sometimes seems as though all were affected. "Familiarity breeds contempt," and the thought of a cough or cold, because so very common, arouses scarcely passing interest. Here is where the great mistake is made.

Stop that cough. Stop it without further delay with
COOBAN'S WHITE PINE AND TAR COUGH SYRUP

Prepared by B. S. COOBAN & Co.,
559 W. Sixty-third St., Chicago.

* * *

Fifth page:

EASY EFFECTS AND PROMPT RESULTS OF COOBAN'S WHITE PINE AND TAR COUGH SYRUP.

The results of our cough remedy are uniformly satisfactory. We have been selling it for years, and as it is our own preparation we know all about its ingredients and composition and are not afraid to recommend it warmly.

It instantly shows its soothing and healing effects. It speedily relieves throat and lung congestions. Stubborn coughs soon yield before it and incipient coughs are almost instantly squelched by this remedy.

It is a purely vegetable remedy. There is positively nothing injurious in any of its ingredients. It can be taken by a babe or it can be taken by a grandfather with results satisfactory in either case. Because it is perfectly pure it is perfectly safe.

If you have a cough that bothers you at night try a dose of Cooban's White Pine and Tar Cough Syrup immediately before retiring. Then you are assured of a good night's rest, which is an advantage beyond expression to the person who coughs all day with a throat raw and sore at night.

Many mothers are warm friends of this sterling remedy. They know full well how delicate throats and lungs of little children suffer with coughs and colds, and they have found from experience how quickly and satisfactorily relief comes through the use of this cough remedy. In all cases it acts pleasantly—in most cases quickly. Of course in chronic cases its action is not so prompt as with milder coughs. But if at any time you have a cough try

COOBAN'S WHITE PINE AND TAR COUGH SYRUP

Prepared by B. S. COOBAN & Co.,
559 W. Sixty-third St., Chicago.

* * *

Sixth page:

A RELIABLE COUGH CURE.

As stated before, ours is a purely vegetable remedy. It cannot injure any one, for there is nothing in it to injure. Its effects are wholly and altogether on the side of good.

It has proved so beneficial, it has made so many cures, and it has won so many friends among the patrons of the Cooban establishment, that we are quite justified in calling

this a thoroughly reliable cough cure. For it can be relied upon to produce results—*every time*.

Much time and thought were given to this remedy—to produce an ideal cough cure. The delicate tissues of the throat had to be duly considered—a point evidently overlooked by many compounders of cough medicine preparations. In the preparation of the combination we also aimed to introduce ingredients that would speedily loosen up tenacious viscid mucus (phlegm), that would clear out the head and also stop catarrhal headaches (due to cold-congestion in front of the head).

In getting together the proper ingredients (all vegetable) and in compounding them into one whole quick, gentle and effective remedy we have been distinctly successful.

In short, the truest remedials for coughs, sore throat, colds, hoarseness and kindred ailments are centered in Cooban's White Pine and Tar Cough Syrup.

Some so-called cough remedies to-day on the market are dangerous to take—especially by those with weak hearts or debilitated systems—for these remedies contain strong drugs. Certainly they should be avoided.

You can count the number of cough cures on the market by the hundreds. There are so many as to confuse the customer who is in haste to cure a cold.

But there is one remedy that you can depend upon as being perfectly reliable and this is

COOBAN'S WHITE PINE AND TAR COUGH SYRUP

Prepared by B. S. COOBAN & Co.,
559 W. Sixty-third St., Chicago.

* * *

Seventh page:

THOSE WHO SHOULD CONSTANTLY CARRY IT.

So many people should constantly have Cooban's White Pine and Tar Cough Syrup near at hand that it is almost impossible to mention any one who need not. It should be in every household. For any member of the family, at any time, is likely to have a cough, and this remedy should always be handy. It is a splendid family cough medicine. It is "just the thing" for children; it can be given in small doses, and because it is pure, safe and pleasant, children like it and take it readily. As for adults, they promptly appreciate the soothing, medicinal qualities of this cough remedy.

Of course it is beneficial to all suffering from coughs, colds, sore throat, hoarseness, bronchitis, difficult expectoration, "stuffing up at night," and other throat and lung inflammations.

During the present variable season it seems to us reasonable that every one should have this remedy—simply to provide against emergencies. Chicago climate at times is erratic—there's no telling when the wind will veer around in a direction that will bring you a cold in the head. In fact any one at any time is likely to have a cold or cough, and as the best time for a cure is in the very beginning, it is wise to have our cough cure always on hand in readiness for any contingency. Therefore it is good sense and good logic to provide yourself *now* with

COOBAN'S WHITE PINE AND TAR COUGH SYRUP

Prepared by B. S. COOBAN & Co.,
559 W. Sixty-third St., Chicago.

BUSINESS HINTS.

Exhibiting a Corn Cure in the Window.—

An attractive window display featuring a corn cure recently appeared in the window of E. O. Ritz & Co., Berlin, Ontario. The floor was covered with green paper to represent a lawn. An ordinary packing box, 16x18, furnished



material for a house. Kernels of corn, pasted close to each other, literally covered the house. An adhesive for this purpose was made by melting together equal parts of beeswax and rosin. Notice the path from the house to the road. This, too, was made of corn and bore the sign "a corny path." The fence at the side of the path consisted of bottles of corn cure.

A tale-telling feature was a pair of shoes, one very wide and rough bearing the card, "Had to wear this shoe before using Green Seal Corn Cure;" the other narrow and fine, with the sign, "Could wear this shoe after using Green Seal Corn Cure." A block of wood with a hatchet on it bore the sign, "Another way to chop off the toe at the first joint." A corn popper supported a card, "Green Seal has this beat as a corn popper." A razor was attached to a slip on which was printed: "This instrument is not needed when Green Seal is used." In the four corners of the window were large bunches of corn-stalks. The large sign suspended from above read, "Use Green Seal Corn Cure—Never Fails—Price 15 and 25 cents."

This display proved a winner as a corn-cure seller. It cost only 85 cents.

A Circular for Black Pepper.—

In the symposium on spices, contributed to by several druggists and printed in the May BULLETIN, Mr. John F. Patton, of York, Pa., spoke of the success which had greeted his efforts in making and putting out an especially fine article of black pepper. Every fall he sends out samples of the product in small wood boxes, enclosing the latter in a circular bearing the following text:

This condiment is more generally and more largely used than any of the other Spices.

There are a great variety of Peppers, as well as a great difference in the quality of Black Pepper.

The best grade of black pepper is the Singapore, grown on an island off the peninsula of Malacca, East India.

All pepper coming to this country, no matter where grown, contains about ten pounds of dirt in each hundred-pound bag.

The pepper grain grows in a pod like a pea, and is threshed out on the ground.

In gathering it up to bag it for shipment, it naturally follows that a good deal of the ground must come along with each shovelful.

Gravel, sand, broken sticks and clay constitute the dirt found in whole pepper as it comes to this country.

As to the amount of dirt and adulteration intentionally put into ground pepper, that depends altogether upon how small a price you want to pay for it.

Besides the foreign matter found in whole pepper already mentioned, those who grind spices for the market are disposed to accommodate all who want quantity and not quality—who want a low priced and not a pure product.

Hence, buckwheat hulls, cocoanut shells, burnt, stale, and musty crackers are added to and ground with the pepper. It is pulverized and a little Cayenne is added to make it hot.

All of which means that you fix the price you want to pay, and the grinder fixes the stuff.

True economy lies in getting the worth of your money. Buying dirt for pepper is not economy.

We submit a sample of our double-sifted, *absolutely clean* SINGAPORE BLACK PEPPER, coarsely ground for country butchering.

For the past 15 years we have been selling only this one quality, in both finely and coarsely ground products.

PATTON, THE DRUGGIST, YORK.

A Cough Adv.—

The BULLETIN has frequently reproduced the ads. of Owen Raymo, Wayne, Michigan, in the department of "Business Hints." Below appears Mr. Raymo's ad. on cough balsam, intended for counter distribution.

This card is a departure from the lengthy pamphlets usually employed for the purpose. Mr. Raymo does not

FALL COUGHS.

Damp weather and sudden changes in temperature this month start many a cough and cold.

Raymo's White Pine Cough Balsam

checks the coughing, heals the soreness, and drives out the cold. It is the best family cough remedy—pleasant, safe, and quickly effective. Fine for children. . . . Money back if not satisfied.

Price, . . . 25 cents

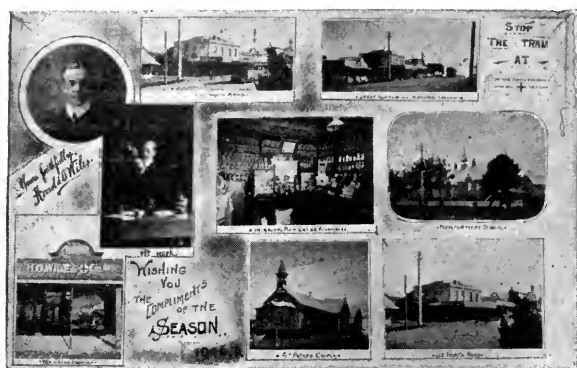
Owen Raymo

The Wayne Druggist

make the mistake so often observed in a card of this size, and that is an attempt to crowd too much matter into a comparatively small space. The main points of this card may be seen at a glance. Content with a few words on fall coughs, Mr. Raymo proceeds at once to make known the merits of his own balsam. The cardboard is red; the type and border are black; the size is 3¼ by 5½ inches, just large enough to slip in an envelope when necessary.

A Souvenir Card for the Holiday Season.—

The postal card shown in the accompanying reproduction was issued last year by H. O. Wiles, of Auckland, New Zealand. It was sent out with the compliments of the holiday season, and we have Mr. Wiles's assurance that it was



pleasingly accepted by his patrons. He writes: "The views are in close proximity to my pharmacy. The church and school are near here, and, as may be fancied, are objects of deep interest. So far as I know, the cards were not wasted but were in many instances preserved in post-card albums. Post-card collecting is a great craze with us just now—hence my idea in getting out such a card. The cost of getting it up was inconsiderable, as I did all of the work myself in odd moments. Each postal was an actual photograph, and was not reproduced from an engraving in the customary manner. The cards were particularly appreciated by several doctors, some of whom asked for additional copies for their wives' collections."

A Novel Label for Citrate of Magnesia.—

Otto Raubenheimer, Brooklyn, N. Y., makes a specialty of citrate of magnesia. The label which he uses for this prepara-

CITRATE
—OF—
MAGNESIA

FRESH EACH DAY

Prepared by my own improved process, combined with the strength and purity of the U. S. P. product.

Experiments by me have proved that Magnesia bottled in brown-colored glass will keep fresher and longer than when put up in white bottles.

PREPARED BY
Otto Raubenheimer, Ph.G.
THE FAMILY CHEMIST
1341 FULTON STREET
Cor. Verona Pl., Brooklyn, N. Y.
ESTABLISHED 1874

tion is something out of the ordinary. Mr. Raubenheimer makes capital of a meritorious solution and container.

The Riker Policy.—

During recent months we have had more or less to say in this department concerning the character of the retail advertising of the William B. Riker & Son Co., the large New York firm of retail druggists. Every once in a while the Riker people make the following announcement of their "policy," displaying it usually on the third cover page of one of their booklets:

The Riker Policy is to sell nothing but reliable goods; to have nothing to do with trash, with unknown or doubtful qualities, or with mere catch-penny preparations or articles. Everything in Riker stores is absolutely trustworthy.

Riker Prices are the lowest on the continent. Not because of ruthless, bombastic price-cutting—and most decidedly not through cheapened quality.

Big business—small profits—the economy of wise management and the buying power of an immense business—these make the low prices possible.

Riker Stocks are the largest carried by any retail drug store in the country. In every department they are complete. Riker stores are never "out" of anything you expect in them.

Riker Service is best in every respect. Here you best realize the convenience, economy, safety and wisdom of depending on an up-to-date store for all your needs.

A Unique Souvenir.—

The Scholtz Drug Co., of Denver, have three of the most progressive and up-to-date stores in the State of Colorado. Recently the company has featured all three stores in an attractive manner. A folding souvenir post-card was employed, and on the three inside pages were half-tone engravings of the three stores. This card, when folded, was $5\frac{3}{8}$ by $6\frac{1}{4}$ inches in size, and the engraving in each case occupied nearly the entire page, with a mere line of explanatory text underneath. In every one of the pictures the store was seen filled with people, and the impression conveyed was that a hustling business was done in all of the Scholtz pharmacies. Nothing was printed on the three back pages with the exception of the address page; this bore no advertisement of any kind, contained no reference to the Scholtz Drug Co., and carried only the stamp and the address of the recipient.

Pay Systematically.—

J. T. Pepper, writing in *The Spatula*, offers some good suggestions on sound finance: Be systematic in meeting your bills. Give them prompt attention. If you pay "spot" cash, then settle all bills the same way. If you pay at thirty days, then close accounts promptly at the expiration of that time. It is easier to follow a system in paying bills than it is in almost anything else, for all accounts have to be paid sooner or later, and if a certain method is followed it makes the matter easier. More and better work can be done by working systematically than haphazard. If every druggist will adopt some definite way of managing his business, it will help him to battle successfully with hard times, sharp competition, and small margins.

Regarding Prescription Blanks.—

"To each promising physician that you send prescription blanks," says Joseph F. Hostelley in the *Druggist's Circular*, "present a leather pocket case that the blanks will fit. If you do not, some other druggist or some manufacturing house will. No matter if he already has one; he will be sure to slip yours into his pocket occasionally. Possibly he will make it a practice to carry yours in the pocket of one certain coat; and it may happen to be the coat he wears week-days. Firms do not stop mailing doctors blotters because they keep dropping into the waste-basket many that they never once use."

PRACTICAL PHARMACY.

Filter Papers and Filtration.—

Wilbur L. Scoville has evidently given the process of filtering very careful study. He remarks in a recent number of the *Druggists Circular* that every pharmacist needs at least three or four kinds of filters:

"For alcoholic liquids, a thin and rapidly-acting filter-paper is needed to avoid material loss by absorption or evaporation.

"For eye waters and similar preparations one should use a firm paper which will not give off any fuzz or fibers to the liquid, and which at the same time will retain any fine precipitate.

"For syrupy and slimy liquids a thick and soft filter is needed, one that will not clog easily and will work rapidly.

"For thick syrups, oils, etc., a still thicker but firm paper is required.

"Special work may call for very close filters which will hold back the finest precipitates or remove the faintest turbidity; but other clarifying agents will accomplish the same result in special cases, at the cost of a small waste of the fluid.

"These few kinds of filter-papers should be kept in stock, in needed sizes. They are easily obtained and are economical."

Inspecting Opium in Smyrna.—

John Uri Lloyd, who recently spent a year or two in the Far East, contributes a remarkably interesting article on opium to a late issue of the *Eclectic Medical Gleaner*. We are quoting a paragraph or two describing the operations of the native inspector:

"The inspector is a man of experience in opium, and may be one of a line of family experts. He sits cross-legged on a mat on the floor. The purchaser and the seller having agreed to abide by his decision, the opium baskets are successively dumped before him. Rapidly he cuts a deep circular cone from each ball, inspecting the interior by both sight and smell, rejecting those he considers inferior or adulterated. From some baskets most of the opium is condemned; from others, only a few balls are rejected. During the time I witnessed one of the inspections, the seller protested but once against the decision. But the inspector refused to reconsider, stating that the ball was adulterated with prunes.

"In some cases, when opium comes rapidly to market, several inspectors work simultaneously. It is remarkable how quickly and expertly they handle a basket of 180 pounds; how, with a single gash, the sense of smell and an eye touch, these men prejudice a ball that, to an inexperienced person, presents no fault. The inspector is paid one-half of one per cent the value of the opium he handles. Invariably the rejected opium runs down to six or even four per cent morphine. This considering the remarkable rapidity of the inspector's work, and the fact that it is the expertness of empirical experience only, is to me inexplicable. In no other



AN OHIO PHARMACY.—This engraving shows the store of Selby & Reed, in Martins Ferry, Ohio. That it is a very neat, up-to-date establishment is evident from the character of the picture. Selby & Reed have two stores—one at 416 Hanover Street and the other at 737 Broadway.

direction have I been confronted with the scientific result that comes by the empirical perfection of experience and the education of the senses."

Spirit of Nitrous Ether as Found in Drug Stores.—

A report on spirit of nitrous ether was read by Mrs. D. V. Whitney before this year's meeting of the Missouri Pharmaceutical Association. Mrs. Whitney stated that the varying results obtained in preparing spiritus etheris nitrosi from the concentrated nitrous ether, and the different grades of the product listed by the wholesale houses, led to the query, "What is being dispensed as sweet spirit of nitre?" Seventeen samples, purchased from the drug stores, were assayed by the U. S. P. process, and while the Pharmacopœia requires a 4 per cent preparation, these samples showed all the way from 0.570 to 3.910 per cent, the average being 1.8314 per cent. From inquiries made and information obtained, it was believed that many druggists owe their inferior product to the fact that the article is improperly compounded: first, by omitting to thoroughly chill the concentrated nitrous ether and alcohol; secondly, by simply pouring the contents of the bottle of nitrous ether into the alcohol; thirdly, by keeping the finished product in an ordinary stock bottle where it is exposed to the influence of light and air. There was no reason, she believed, why every pharmacist should not have a product of approximately standard strength and purity. Both the concentrated nitrous ether and the alcohol should be

thoroughly chilled, and the concentrated nitrous ether should be emptied directly into the alcohol, thereby overcoming loss by evaporation. One of the samples purchased immediately attracted attention by reason of the fact that two ounces were obtained for five cents. This led to further investigation, which showed that methyl or wood alcohol had been used in place of ethyl or grain alcohol.

The Chemistry of Ichthyol.—

As the several ichthyol combinations are produced by neutralizing with ammonium, sodium, or some other base, the term "salts" has frequently been applied to these products, although they are not "salts" in a strictly chemical sense. The fact is, the ichthyol compounds are undefinable chemical bodies. The method of production makes this clear. The Seefeld shale, from which ichthyol is derived, is subjected to dry distillation, producing a mixture of complex oils. These are sulphonated by the proper methods, and the resulting acidly-reacting group of bodies is neutralized as stated. A chemical formula for ichthyol, $C_{25}H_{30}S_2O_6(NH_4)_2$ [?], has been current in scientific literature for some time, but such a complex substance cannot be truly represented by any real chemical formula no more than this can be done in the case of albumin. It is proper, therefore, that when this reputed formula is published its doubtful character should be indicated by a question-mark, as was indeed done by investigators who originally gave it as their approximate estimate.



A GEORGIA PHARMACY.—Here we have the store of the Owl Drug and Seed Co., located at 226 Broad Street, Albany, Ga. The Owl people do a large soda business and their fountain is one of the handsomest in the State. That the store is modern in every respect is indicated from the fact that electricity is used for heating, lighting, carbonating, freezing, ice crushing, making hot soda, and turning the fans. Albany has a population of 10,000 people. The Owl Company started in business only four years ago and already have a monthly trade not far from \$2500.

BOOKS.

SOME BULLETINS FROM THE LLOYD LIBRARY.

We are in receipt of an interesting collection of bulletins from the Lloyd Library in Cincinnati. "Bulletin No. 9" is the latest addition to the historical series begun some years ago. It preserves in permanent form the following papers: "An Investigation of the Properties of the Sanguinaria Canadensis, or Puccoon," by William Downey, of Maryland, member of the American Linnean and Philadelphia Medical Societies, first printed in 1803; "Travels Through the Interior Parts of North America in the Years 1766, 1767, and 1768," by J. Carver, Esq., captain of a company of provincial troops during the then late war with France, first printed in 1778; "Libellus De Usu Medico Pulsatillæ Nigricantis," by Antonius Störck, first printed in 1771.

The remainder of the package comprises a number of mycological notes by C. G. Lloyd. They bear the following titles: "Concerning Phalloids," "New Notes on the Geasters," "The Phalloids of Australasia," and "The Nidulariaceæ." These several papers are accompanied by numerous half-tone plates handsomely printed on coated paper.

Bulletin No. 9, as well as previous bulletins in the same historical series, will be furnished at a dollar each. The smaller brochures of the mycological series will presumably be sent free to any one interested in the subject.

MERCK'S INDEX.

That valuable book, Merck's Index, has just undergone a third edition. In view of our wide and varied materia medica, there is a decided field for a work which briefly indicates the name, nature, and function of every chemical used in medicine. Merck's Index serves this purpose admirably. Certainly no analytical laboratory is complete without it. The same is true of the pharmacy. A druggist can never tell when a prescription calling for some foreign and unfamiliar chemical will be presented. In that event Merck's Index will be found a valuable aid in determining the identity and character of the product prescribed. It gives the important properties of the chemicals and drugs used in chemistry, medicine, and the arts, including names and synonyms, source, formulas, appearance, melting and boiling points, physiological effects, modes of administration, doses and incompatibles. Merck's Index may be bought from Merck & Co., 15 University Place, New York.

AN EPILOGUE OF THE STATE PURE FOOD AND DRUG LAWS.

It is now a matter of common knowledge that upwards of twenty-five different States have adopted modifications of the Federal Food and Drugs Act. Nearly all of these various laws differ at some point or other from the parent statute, and there has been need for some compilation which should bring them all together for purposes of comparison. Such a brochure has now been prepared by Geo. L. Douglass, attorney of the Proprietary Association, in collaboration with

M. N. Kline, chairman of the Committee on Legislation of the National Wholesale Druggists' Association, and J. E. Toms, secretary of the same organization. The brochure begins by giving the entire text of the Federal law, and then follows with such portions of the State acts as refer in any way to the drug trade. Each law is preceded by a short and concise statement of the differences between it and the Federal statute—an admirable feature of the booklet. In the copy outlined before us as we write is a slip announcing that the members of the N. W. D. A. can secure extra copies of the publication from the Secretary's office, at 81 Fulton Street, in New York City. Whether requests from retailers would be similarly honored we are not able to say. Perhaps they would if there were not too many of them.

PHYSICIANS' MANUAL OF THE PHARMACOPOEIA AND NATIONAL FORMULARY.

An extremely handy little volume bearing the above title has been issued by the American Medical Association from 103 Dearborn Street in Chicago. It contains 198 pages, is bound substantially in cloth boards, and is 4 by 6½ inches in size—just the right dimensions to fit the pocket conveniently. As the title implies, the book comprises an alphabetical list of the products of both the U. S. P. and the N. F.; under each name is a terse description of the product, together with the dose, the therapeutic properties, a list of the various preparations into which the product enters, and other information of a useful sort. By this means the contents of the U. S. P. and the N. F. are readily brought before the physician for his consideration. In the rear are a therapeutic index and an index to synonyms. The book was compiled by Prof. C. S. N. Hallberg and Dr. J. H. Salisbury.

RUDDIMAN'S MATERIA MEDICA.

In a new book entitled "Materia Medica," Prof. Edsel A. Ruddiman has provided a well-arranged and condensed treatment of the whole field of materia medica and pharmacognosy. His work will serve students of pharmacy as an excellent text-book, covering one of the three great divisions of their curriculum. He has evinced an accurate appreciation of their needs and has supplied them skilfully and satisfactorily. He gives the student a survey of mineral as well as animal and vegetable drugs, including acids, salts, organic and synthetic compounds, oils, alkaloids, and neutral principles. In its scope the book is thus more ample than the customary treatise on materia medica designed for pharmaceutical students. It is published by Lea Brothers & Co., Philadelphia and New York. It has 453 pages and costs \$2.25 net, in cloth.

SOME BUSINESS PLANS.

The Spatula Publishing Co., Sudbury Building, Boston, Mass., has just issued a paper-bound book of 208 pages bearing the title of "1000 Ways and Schemes to Attract Trade." Few of these "ways and schemes" refer to the drug business, and the book is consequently of value to all classes of retail merchants. The text comprises short paragraphs describing more or less unique methods which dealers have used to exploit different lines of goods.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

More About the Sale of Liquor-containing Proprietaries.

C. E. W. writes as follows: "Since Mr. Wiley has declared Duffy's Malt Whisky and Hostetter's Bitters to come under the liquor law, is it necessary to register the sale of them? Would they be covered by our State liquor law in regard to their sale on holidays? Could they be sold by a general store without a government tax of \$25?"

In the first place let us say that this ruling did not emanate from Dr. H. W. Wiley. His jurisdiction has been exercised over matters pertaining to pure foods and drugs, but the liquor regulations came from the Commissioner of Internal Revenue in Washington. Furthermore, we stated last month in this department that since the regulations were issued Hostetter's Bitters has been so changed in composition as not to come under the ruling. In its new form the product has been sanctioned by the revenue authorities.

Regarding the registration of liquor sales, this is not insisted upon by the government, and it is therefore not necessary unless the State has followed in the wake of the national government and declared these proprietaries to be liquors also, and unless, in that event, the State liquor law happens to make registration compulsory. Neither would these liquor-containing proprietaries be "covered by the State liquor law in regard to their sale on holidays" unless, as indicated in the foregoing, the State had adopted the ruling of the government authorities and considered the products to be liquors. Otherwise the druggist need only conform to the government

requirements, and these compel him merely to take out a liquor dealer's license and pay the tax.

In Michigan, where our correspondent is located, the State has not followed in the wake of the government, and the druggist therefore has no cause for worry.

Finally, no store, whether a "general store" or a pharmacy, could legally sell these proprietaries without paying the government tax of \$25 and taking out a government license. This statement applies to Michigan as to every other State.

Incompatibility of Quinine and Potassium Iodide.

W. R. W. submits the following prescription for analysis:

Quinine	14 grains.
Potassium iodide	36 grains.
Syrup of iron iodide	4 drachms.
Citric acid	64 grains.
Glycerin	2½ ounces.
Simple syrup	6 drachms.
Water, sufficient to make	4 ounces.

W. R. W. adds: "I used quinine sulphate, presuming that was the product which the physician intended. Then I triturated it with citric acid and water until solution was effected. On adding the potassium iodide previously dissolved in water a thick precipitate of a yellow color was obtained. This dissolved in the glycerin with the exception of a few flakes.

"What is the precipitate? Did I obtain a mixture different from that which the doctor intended? Is there any other way of mixing it? Should quinine sulphate be used, and should any undissolved precipitate be filtered out?"

Quinine sulphate was not prescribed, and the alkaloid itself should therefore have been used. Adding a concentrated solution of potassium iodide to an alkaloidal solution will cause a precipitate of the alkaloid, which in this case is dissolved by the citric acid. The way to dispense this mixture is as follows: To the quinine and citric acid, add one drachm of water and the syrup; then the glycerin and syrup of ferrous iodide. Lastly add the potassium iodide, dissolved in sufficient water to make four ounces. The result is a clear, light-green mixture. The yellow color mentioned in the query was due to a liberation of iodine, possibly from the syrup of ferrous iodide.

Hot Soda Drinks.

G. F. C. has requested us to print a few formulas for hot drinks to be served at the fountain during the winter months.

BOUILLON, STRONG.

Extract of beef	1 pound av.
Salt	6½ ounces av.
Worcestershire sauce	2 fluidrachms.
Caramel	2 drachms.
Decoction	enough to make 32 fluidounces.

Mix, dissolve, and filter or strain.

The decoction for the above is to be prepared from 1 onion and ½ average ounce each of whole black pepper and curry powder, using enough water to make sufficient decoction for the above.

Use 1 teaspoonful to a cup of hot water.

CHERRY EGG BOUNCE.

Egg	1.
Cherry juice	2 fluidounces.
Sugar, powder	1 spoonful.

Mix the ingredients thoroughly in an 8-ounce mug, fill up the latter with hot water, mix again, add several cherries, a slice of orange, and a sprinkle of nutmeg.

TURKISH PUNCH.

Yolk of egg	1.
Grape juice	1 fluidounce.
Lemon juice	½ fluidounce.
Sugar, powder	2 spoonfuls.

Mix the ingredients thoroughly in an 8-ounce mug, fill the latter with hot water, stir again, top off with whipped cream, and sprinkle on some cinnamon.



ATHLETICS AT THE MEETING OF THE NORTH DAKOTA ASSOCIATION.—Like many other State associations, the North Dakota body makes a strong feature of its sporting events at every annual gathering. On this and the opposite page we are showing three snapshots taken at this year's convention by G. T. Simmons, of Kathryn, N. D., to whose courtesy we are indebted for the photographs. In this view the men are shown getting ready for the sack race.



ATHLETICS AT THE MEETING OF THE NORTH DAKOTA ASSOCIATION.—In this picture the members are assuming comfortable positions on the grass in order that they may watch the foot race, arrangements for which are being perfected by the group of people at the right of the photograph.

Making a Saturated Solution of Potassium Iodide.

H. S. desires to know how to prepare a saturated solution of a chemical like potassium iodide in definite quantity by volume. "Caspari's Pharmacy" treats the subject of saturated solutions comprehensively, and we are borrowing the following in answer to this query:

Solutions of solids always measure more than the liquid used to prepare them, but never as much as the combined solvent and dissolved body. The increase in volume will naturally vary considerably, and be greatest when the substance to be dissolved is very soluble, as sugar, sodium salicylate, or potassium iodide in water. The following table of saturated solutions prepared at the temperature of 15° C. (59° F.) is of interest:

NAME OF SUBSTANCE.	Quantity of substance used.	Quantity of water used.	Volume of finished solution.
Borax	6 Gm.	96 Cc.	99 Cc.
Ferrous Sulphate.....	40 "	72 "	93 "
Magnesium Sulphate.....	40 "	60 "	82 "
Potassium Bromide.....	40 "	64 "	77 "
Potassium Chlorate.....	5 "	85 "	87 "
Potassium Iodide.....	40 "	30 "	42 "
Sodium Bicarbonate.....	6 "	68 "	71 "
Sodium Chloride.....	20 "	56 "	63 "
Sodium Phosphate.....	12 "	72 "	79 "
Sodium Salicylate.....	40 "	36 "	61 "
Sodium Sulphate.....	20 "	56 "	69 "
Sugar.....	60 "	30 "	68 "

With the aid of this table it is a matter of very simple arithmetic to determine the amount of potassium iodide necessary to make one pint of a saturated solution.

Removing Peach Stains.

A. S. B. wants a recipe for freeing linen of peach stains of a year's standing. Try this method: Having given the stained area a simple washing, apply chlorine water. Then moisten the linen carefully with dilute ammonia. Lastly wash with plain water. It is well to practice on a piece of linen before attempting to remove the stain from the fabric.

Elixir Lactated Pepsin.

F. G. H.—To make an elixir of lactated pepsin, follow the formula given in the National Formulary for compound digestive elixir. Use 160 grains of pepsin instead of 150 as specified, and this will give you an elixir containing five grains of pepsin to the drachm. The formula in question appeared on page 395 of the September BULLETIN.

An Enigma.

G. D. P. sends us the following communication:

"If you can find space in your valuable paper to answer or decipher the following prescription, I shall be obliged:"

Hydrarg. chlor. cor.....1 grain.
Pot. iodide.....6 drachms.
Prima purificans, q. s.....4 ounces.

We have never heard of "prima purificans." By derivation this term means "of first purity." Consequently we infer that it stands for water. The prescription probably calls for an aqueous solution of the two salts.

A Book on Pharmaceutical Analysis.

F. M. P.—There is no royal road to the analysis of pills, tablets, and other pharmaceutical preparations. We know of no book which covers this subject. Such work requires a thorough knowledge of pharmacy and chemistry. Remington's Practice of Pharmacy will be of great assistance to any chemist engaged in analyzing various preparations. Proctor's "Manual of Pharmaceutical Testing," published by the Chemist and Druggist, 42 Cannon Street, London, E. C., will also be of service.

Flavoring Extract of Celery.

A. C. H. wants a formula for an extract of celery to be used in flavoring soups.

Celery seed.....2 ounces.
Alcoholq. s.

Powder the celery seed in an iron mortar, and pack the mixture in a percolator prepared for percolation. Cover with alcohol (using about 20 fluidounces), and when the percolate appears, close the exit of the percolator and macerate for a period of twenty-four hours. Then percolate slowly until 1 pint of percolate is obtained. The strength may be increased or diminished to suit the taste of the operator, the quality desired governing in this direction.

FOOD COLORING.

To color food green use chlorophyll. This may be obtained from spinach by percolating with alcohol. Chlorophyll acts best in alkaline aqueous fluids. For violet recourse must be had to the dyes, as no vegetable agent produces this color. Consult some such dye-house as Theodore H. Eaton & Son, of Detroit. A green dye for foods which has received the provisional approval of the government is "light green S. F. Yellowish."



ATHLETICS AT THE MEETING OF THE NORTH DAKOTA ASSOCIATION.—Here we have the members of the North Dakota Association watching the potato race, with one of the contestants, a young woman, just starting out to go over the course.

Normal Salt Solutions: A Correction.

An accidental error was made by the Query Editor last month in replying to the question of a correspondent regarding the number of grammes necessary to be used in making a liter of the normal volumetric solution of sodium chloride. Let us first explain, what is probably pretty generally known, that a normal volumetric solution of a chemical contains in each liter that number of grammes represented by the molecular weight of the chemical involved. In Sutton's Volumetric Analysis the molecular weight of sodium chloride is given as 58.45, and we accordingly meant to suggest that 58.45 grammes of the salt should be used in making a liter of the normal volumetric solution. Through some error, typographical or otherwise, the decimal point was moved to the left, so that the quantity given was 5.845. This, it is needless to say, would make a decinormal, not a normal, solution.

Since discovering the error, however, we have consulted the tables in the Pharmacopœia, and we find that the U. S. P. gives the molecular weight of sodium chloride as 58.06, and therefore directs that 58.06 grammes of the salt should be used in a liter of normal volumetric solution. There is this slight difference, then, between the U. S. P. and Sutton. While Sutton's work is an authority, it cannot be gainsaid that the Pharmacopœia should be followed in this as in other things within its jurisdiction.

Preserving Leaves and Flowers.

G. W. K. wants a formula for preserving ferns in a natural state. We suggest that you place the ferns between blotting-paper saturated with a solution of sodium citrate. Press blotters between two boards and allow them to remain in the sunlight. In this way the fern dries out quickly, preventing bacterial decomposition. The blotters should be changed every day. Blue and yellow flowers may be preserved indefinitely by this method; we have every reason to believe that ferns thus treated will remain intact.

If you wish to use a liquid preservative we suggest a weak solution of formaldehyde, less than 1 per cent.

Solomon's Seal.

H. E. B.—Solomon's seal is the root of *Convallaria polygonatum*. It was formerly employed in the treatment of rheumatism and gout. There is no reference in the literature to Solomon's Tropfen. This is evidently a German preparation, the English for which would be "Solomon's Drops," but we can find no mention of it either in the German Pharmacopœia or in Hager.

Phenolated Camphor.

W. K.—The "Standard Formulary" gives the following formula:

Camphor, in coarse powder.....10 ounces.
Carbolic acid crystal.....3½ ounces.
Alcohol½ fluidounce.

Triturate the ingredients together until an oily liquid is obtained, or mix them in a bottle and agitate frequently until solution occurs.

A Croup Remedy.

H. S. G.—Here is a typical formula:

Fluid extract of senega.....2 fluidrachms.
Fluid extract of ipecac.....½ fluidrachm.
Tincture of squill.....2 fluidrachms.
Tartar emetic.....1½ grains.
Simple syrup.....4 fluidounces.

Teaspoonful doses of this are recommended for croup.

Solubility of Salicylate of Mercury.

M. J. B. requests us to publish a method of putting salicylate of mercury into solution so that it may be used hypodermically in albolene, if possible.

Its solution in oils like albolene cannot be effected. It may be brought into solution in water, however, by heating 10 parts with 15 or 20 parts of sodium chloride and enough water to make 2500 parts. This gives a solution of a double salt of mercury salicylate with sodium chloride, which will not separate. Sodium carbonate may be used instead of the sodium chloride if desired.

A formula for oleum hydrargyri salicyli is given in Hager Pharm. Praxis II, page 65, which consists of a ten-per-cent mixture with liquid paraffin, to be used as a hypodermic injection. This is simply a suspension of the salt in the oil and not a solution.

An Incompatible Mixture.

W. C. T. submits the following formula for comment. It forms a sediment even when the antipyrin is omitted:

Antipyrin1 drachm.
Sodium salicylate.....2 drachms.
Quinine hydrochloride.....8 grains.
Rectified spirit.....6 drachms.
Solution of ammonium acetate.....4 drachms.
Wine of ipecac.....4 drachms.
Spirit of nitrous ether.....6 drachms.
Water4 ounces.

This prescription gives an unsightly mixture. Spirit of nitrous ether with antipyrin forms a green solution. Sodium salicylate precipitates the quinine. The prescription appears hopelessly incompatible.

Liquid Egg Shampoo.

H. S. G.—The following formula makes a good egg shampoo. It calls for the white of egg only, and will be nearly white:

Transparent soap.....2 ounces.
Glycerin1 fluidounce.
White of egg.....1 fluidounce.
Tincture of soap-bark.....1 fluidounce.
Extract of white rose.....½ fluidounce.
Water, enough to make.....1 pint.

Melt the soap with 8 fluidounces of water by the aid of heat, and when cool add the glycerin, tincture of soap-bark, and perfume. Mix the white of egg with 4 fluidounces of water, and, when completely dissolved, strain into the soap mixture, adding water if necessary to make 1 pint. Mix thoroughly, allow to stand twenty-four hours, then filter.

Short Answers.

R. & B.—Cellulin is a product of animal origin resembling cellulose of the vegetable kingdom. Mead, Johnson & Co., Jersey City, N. J., are selling a product which they call cellulin. According to their literature this is derived from fungi. It is a metabolic sugar, fat, and peptone-splitting ferment, and is used in the treatment of diabetes and tuberculosis.

J. B. H.—We are not familiar with "Crystallized Sartoin." It may be a coined name applying to some compound or chemical used in one of the numerous prescriptions which are now published so extensively in the daily papers.

E. N. H. writes: "Would you kindly tell me a dye for coloring compound antiseptic solution a light yellow?" We suggest "sugar yellow."

G. W. B. wants a good formula for a bug spray to be used in a hospital. Compound solution of cresol, U. S. P., is a good insecticide.

S. C. M.—A formula for a casein massage cream appeared on page 172 of the April BULLETIN.

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THE MONTH'S HISTORY.

THE FINANCIAL FLURRY.

The drug trade, like every other branch of business, has been more or less affected by the financial conditions of the last few weeks, and a universal desire is doubtless felt to know what may be expected to result from the situation. It is sometimes very unsafe to play the rôle of prophet, but it is exceedingly significant that financiers and economists of note hold fast to the belief that we shall have only a slight and temporary period of industrial depression. Conditions are not as they were in 1893. Then crops were poor, demand was inactive, overproduction was general, business failures were numerous, and the Federal treasury was reduced to an alarmingly low figure. The very reverse of all this is the fact at the present time. Why, then, have we suffered such an acute and

threatening stringency? There are many reasons for it. The story is too long to analyze and relate in this brief history of the month, and perhaps its discussion is rather foreign, moreover, to the function of a pharmaceutical journal. Still it may not be uninteresting to glance briefly at some of the elements in a complex and involved situation.

* * *

(1) The California earthquake, the South African war, the Russo-Japanese war, and other things have absorbed millions upon millions of dollars and gradually brought about a reduction in the supply of money. (2) Corporation abuses have developed while we slept; among other things millions of gallons of water have been pumped into otherwise good securities, and the facts have been discovered from recent exposures made by the New York and National governments. (3) A crazy period of speculation and inflated values has been inevitably followed by a sharp reaction, resulting in forced liquidations, ruinously low prices of securities, and keen financial embarrassment among the Wall Street fraternity, all of which has been rendered more severe by the feeling of uncertainty growing out of the corporation exposures. (4) Several speculative plungers, made to suffer these heavy losses, and finding money growing increasingly scarce, have been led to tamper unduly with the funds entrusted to their care as the presidents and directors of banks and trust companies, and the discovery of their acts has suddenly developed an acute climax which for the time being has led thousands of people to withdraw their money from deposit and still further increase the embarrassment of the situation.

* * *

THE OUTLOOK PROMISING.

While the causes have been complex, the present status of affairs might perhaps be summed up in a single phrase—"loss of confidence." For the time being people are keeping their money, watching others with distrust, waiting to see what will happen,

and meanwhile causing by such an attitude a mild attack of industrial depression. As soon as it is fully realized that banking interests were never on so sound and conservative a basis, and that business is suffering from none of the economic conditions which yield a panic, confidence will be slowly restored and our period of wonderful prosperity will be in swing again. This may result in a month—it may not result for a year. Personally we are among those who look upon the present situation as one fraught with the highest blessings to the country. Why? Because it has been a stitch in time which will save many more than nine. Because the safety valve has been used in such manner as to prevent the explosion that would otherwise have occurred later on. For as a people we were rapidly becoming intoxicated with prosperity and were striking a clip which would sooner or later have brought us to the verge of a real industrial panic—such a one as we had in 1893 and for several years thereafter.

* * *

CASWELL-MASSEY FAILURE.

Until confidence has been fully restored the supply of ready money will be more or less scanty, although from one device after another, with all of which the readers of newspapers are familiar, the stringency of the money market has already been considerably relieved. Nevertheless many factories have been compelled to shut down from an inability to secure currency with which to pay off their employees, and a few corporations have been forced into receiverships or actual failure because they were unable to renew their loans. In some instances overproduction may have been a factor, but it is generally thought that most producers, far from being ahead of the demand, have been unable to keep up with it. The financial stringency has caused the Wm. S. Merrell Chemical Co., of Cincinnati, to pass into the hands of a receiver, and we sincerely trust that the embarrassment will be but temporary. While it is reported that the failure in New York of the Caswell-Massey Co., a corporation owning six or seven retail drug stores, has likewise resulted from the inability to borrow money, it had been known for some months prior to the financial stringency that the corporation was not proving a success. That conditions in the money market merely hastened a failure which would otherwise have developed later on, is the very general impression.

SOME EASTERN CAPITALISTS.

The Caswell-Massey Co. is one of a group of four or five retail drug corporations in the east which are more or less related to one another. We have reference to the Hall & Lyon Co. in Providence, the Cahoon-Lyon Drug Co. in Buffalo, and the William B. Riker & Son Co. in New York and Boston. While these several corporations are separate entities, the same men are in different degrees interested in them all. These men are practically the leading spirits also in the United Drug Co., the National Cigar Stands Co., and the Drug Merchants of America. All of this list of corporations, with the exception of the Caswell-Massey Co., are apparently very successful organizations. The Caswell-Massey concern was organized a year and a half or two years ago for the purpose of purchasing or establishing a chain of stores in New York City. Mr. Lyon, president of the Hall & Lyon Co., was made president of the new corporation also, and if we mistake not he is likewise president of the Cahoon-Lyon Drug Co. of Buffalo. The Caswell-Massey enterprise, however, unlike the others in the group, apparently failed of success from the beginning, and the final chapter was written last month when the company went into the hands of a receiver. Just what will be done with the properties remains to be seen.

* * *

RIKER EXPANSION.

In the meantime the William B. Riker & Son Co. is continuing its wonderful expansion. It was reported in these columns a few months ago how the five large and prosperous stores of the Jaynes Drug Co. in Boston had been taken over by the Riker concern, and we note now that a new and magnificent pharmacy has been added to the chain of eight or nine stores operated in New York City—at West 34th Street near 5th Avenue. The soda fountain alone in this new pharmacy is said to have cost \$30,000, and it is reported to be one of the "most beautiful in existence." The Riker business is managed by Alfred H. Cosden, a young man still under 35 years of age, and unquestionably one of the ablest men in the drug trade of the country. Realizing that his properties were getting large, and that he was more and more dependent upon branch managers and executive assistants for the success of the enterprise, Mr. Cosden recently decided upon a profit-sharing plan for his chief employees. Twenty-five men were given a certain amount of the treasury

stock of the company. This will be paid for in 10-per-cent instalments each year, and as each 10 per cent is paid the company will grant an additional amount, so that when half of the instalment has been paid for by the employee he will own all of it. It will be remembered that a similar profit-sharing plan was put into operation a year or two ago by Charles H. McConnell, president of the Economical Drug Co. in Chicago.

* * *

**PROFIT-SHARING
IN PARKE,
DAVIS & CO.**

Both of these retail corporations were doubtless led to take this step as the result of an example

set on a far larger plan some years ago by Parke, Davis & Co. It will doubtless be recalled that this great manufacturing concern distributed 4000 shares of capital stock among its chief employees at exceedingly low prices and under very easy terms of settlement. A similar step has now been decided upon again by the same house. The concern has grown enormously since the distribution of five years ago, and new men have forged to the front into positions of responsibility. The time has come when these executives need recognition, and it has accordingly been decided by the Board of Directors to distribute another 4000 shares of capital stock under favorable conditions. Movements of this kind really substitute a corporation partnership for the limited firm partnerships which obtain in the smaller businesses, and they knit a corporation closely together by that same self-interest which is operative when two or three or four men together comprise the owners of a small enterprise. While Parke, Davis & Co. are to be honored for their generosity, it is therefore evident that they are acting after all in accordance with the highest degree of practical wisdom.

* * *

**PROPRIETARIES
AS LIQUORS.**

Proprietary articles which lend themselves to use as beverages are likely to have hard sledding in the

future. We reported last month in this department that the revenue authorities in Washington had drawn up a list of about 125 preparations which will be included in the category of out-and-out liquors unless the manufacturers act upon the suggestion of the government and change their formulas markedly. The list itself will not be divulged until the manufacturers have been given ample opportunity to protect themselves. The position of the government amounts to this: "Special taxes will be required for the manufacture and sale of such

medicinal alcoholic compounds, or for the sale of such malt extracts manufactured from fermented liquors, the drugs used in the manufacture of which are not sufficient in amount or character to render the product unfit for use as a beverage; or in the case of cordials, extracts and essences, in which the amount of alcohol is greater than is necessary to preserve the ingredients, or to extract the properties or to cut the oils and hold the same in solution." It will be remembered that a list of all such proprietaries was published by the revenue authorities two or three years ago, and that five or six States followed in the wake of the national government and likewise declared these products to be salable only by dealers who had paid a liquor tax.

* * *

**OHIO TAKES
A HAND, TOO.**

We now find that Dairy and Food Commissioner Dunlap of Ohio has shown a disposition to follow

the national government in its recent broader attitude toward all products which in anywise lend themselves to use as beverages. Mr. Dunlap has ruled that "proprietary medicines and beverages which contain alcohol in sufficient proportion to render them intoxicating, and which do not contain a sufficient proportion of medicinal agents to prevent their being used as intoxicants, are deemed to be intoxicating liquors within the meaning of the law." And he has declared that "the sale of such preparations, except for medicinal purposes and upon the written prescription of a regular physician engaged in the practice of medicine, renders the seller liable to the payment of the Aikin liquor tax [\$1000 a year] and to all other restrictions placed by the laws of Ohio upon the sale of intoxicating liquors." For the present Mr. Dunlap has contented himself with issuing the following list: Duffy's Malt Whiskey, Pabst Malt and Hops, Schlitz Malt Extract, "Swankey," Rye Phosphate, Prima Tonic, Hop Tonic, Ideal Tonic, "Beverage," and "Rikk." Hard cider, or cider artificially fortified with alcohol, is also included in the same category, while other preparations will be added to the proscribed list when evidence shows such action to be necessary.

* * *

**THE WAVE
OF PROHIBITION.**

While speaking of this movement to outlaw proprietary articles and other substances which lend themselves to employment as beverages, it is of significance to note the recent wave of prohibition which has passed over the country and which evidenced

itself very considerably at the elections last month. The *Literary Digest* for November 16 prints a map of the country showing the States and sections where prohibition is now operative. Maine, Kansas, North Dakota, Georgia, and Oklahoma are the out-and-out prohibition States, while a prohibition law has just been passed by the Alabama legislature. In addition to this there is a large number of States, particularly in the South, where local option laws prevail, and where from one-eighth to seven-eighths of the State has "gone dry." There is now only one State east of the Rockies, indeed, where local option does not obtain—the State of Pennsylvania. The other States which have so far refused to yield to the local option movement are Montana, Idaho, Wyoming, Nevada, Utah, Arizona, and New Mexico. The student of social phenomena cannot always assume that progress of this sort is going to be permanent. Reforms frequently come in waves and recede like waves. On the whole, however, we realize when we look backward to the progress of the last century or more that the temperance movement is gradually attaining its goal.

* * *

DRUG CONDITIONS IN OHIO.

One of the incidental results of the enactment and enforcement of the Federal food and drugs act has been the reflex activity exhibited in the different States. Thus we find Food and Dairy Commissioner Dunlap of Ohio making preparations to enforce the State law vigorously. Mr. Dunlap is, however, acting in a most considerate manner. He is first notifying the retailers of their derelictions and giving them a chance to improve their goods before any action is taken by the authorities. In a recent notice we find Mr. Dunlap warning the Ohio druggists that many of them are making tincture of iodine and spirit of camphor from the old formulas instead of using the eighth edition of the U. S. P. He complains, too, that mistakes are made in some instances in transposing the metric formulas of the U. S. P. into the measures of the old systems, and he advises druggists to purchase an inexpensive set of metric weights and measures. He declares that lime-water made from tablets is not up to the standard. He points out that samples of tincture of nux vomica are occasionally found to be materially deficient in alkaloidal strength. And he reports that "since the great advance in the price of opium numerous samples of the tincture have been discovered to contain much less than the required amount of alkaloid."

GETTING TOGETHER.

There are many indications that the druggists and the doctors of the country are gradually getting together on a more harmonious and coöperative basis. The N. F. and U. S. P. movement, if it should ultimately fail to do all that the promoters expect of it, will probably result to a considerable extent in bringing pharmacists and physicians into closer relations with each other. We observe, for instance, that in three or four cities the druggists have recently banqueted the doctors and have thus provided occasions when mutual differences could be discussed and brotherly feelings engendered. At a large dinner given in the Kensington district of Philadelphia, and presided over by Christopher Koch, chairman of the "Ethical Preparations Committee" of the P. A. R. D., such prominent local physicians were in attendance as Dr. Solis-Cohen, Dr. Henry Fisher, Dr. H. L. Godfrey, and Dr. H. C. Wood, Jr. The occasion was apparently a very successful one. It is in Brooklyn, however, that the N. F. and the U. S. P. movement seems to be prosecuted with the most vigor. There a physician has been employed as a "detail man" at an expense of \$2000 a year. Samples and literature have been distributed with great freedom, and it has been estimated that it has cost about a dollar to detail each physician in the city.

* * *

SHERMAN LAW AMENDMENT.

Whether any revision of the Sherman law will follow as the result of the National Conference held in Chicago some weeks ago remains to be seen. The law was pretty vigorously attacked by representatives of the different classes of industry in the country. Among others, Secretary Thomas V. Wooten spoke on behalf of the retail druggists, while Dr. William J. Schieffelin set forth the complaints of the wholesalers. Other representatives of the drug trade were in attendance but were given no opportunity to speak. The action of the Conference finally crystallized into a series of carefully prepared resolutions adopted at the last session, the chief feature of which was a recommendation that the whole trust situation be put in the hands of a non-partisan committee, appointed either by Congress or the President, and instructed to make a thorough investigation and report the result of its findings at the second session of the present Congress. This seems to us a very wise and constructive disposition of the question. So far as the Conference expressed

its own opinions in detail, it believed that agreements should be permitted between railroad corporations if made subject in all respects to the supervision of the Interstate Commerce Commission. It believed also in "those business and industrial agreements or combinations whose objects are in the public interest as distinguished from objects determined to be contrary to the public interest."

* * *

**MR. MEYER'S
PARCELS-POST
BILL.**

The retail drug trade of the country, particularly as represented in the N. A. R. D., is rather concerned over the expressed determination of Postmaster-General Meyer to force a parcels-post law through the present congress. Because this country belongs to the International Postal Union, it is compelled, in sending packages to certain foreign countries, to give a rate of 12 cents a pound and to extend the limit of a single package to 11 pounds. The domestic rates, on the contrary, are 16 cents a pound, while a weight limit is imposed of 4 pounds. Mr. Meyer's proposition is to equalize these rates and to have the same conditions apply in this country as apply out of it. Such a storm of protest has arisen from the country merchants of all classes, however, that he has recently sought "to disarm criticism" by giving the country merchant a special and exclusive advantage. He proposes to establish a rate of 5 cents for the first pound, and 2 cents for each additional pound up to the maximum of 11 pounds, upon all packages sent for delivery over a rural route from the distributing office of that route, thus giving the country merchant a chance to mail goods to his rural customers at a price considerably lower than that granted, for instance, to the big mail-order houses in a distant city. Will this satisfy the country druggist? Will it satisfy country merchants generally? These searching questions will doubtless be answered conclusively when Mr. Meyer's bill is introduced into Congress.

* * *

**WORK OF
THE A. P. H. A.
BRANCHES.**

The various branches of the American Pharmaceutical Association scattered throughout the country are holding interesting meetings monthly. The Philadelphia branch, as befits an organization carrying on work in a city of such pharmaceutical traditions, is perhaps exhibiting the greatest degree of vigor and interest. The total programme for the

year, some features of which have already become history, is as follows:

- October 1, 1907—U. S. P. and N. F. Propaganda.
- November 5, 1907—The Official Standards and Tests.
- December 3, 1907—Nostrums and Newspaper Advertisements.
- January 7, 1908—U. S. P. and Foreign Assay Methods.
- February 4, 1908—The Responsibilities of the Retail Druggist.
- March 3, 1908—The Complications Involved in Improving on Official Formulas.
- April 7, 1908—Adulterations and Their Detection.
- May 5, 1908—Pharmaceutical Associations and Their Uses.

The Chicago branch has discussed the N. F. and the U. S. P. propaganda and has outlined systematic work in the criticism and exploitation of certain U. S. P. products. The Cleveland branch devoted the November meeting very largely to the N. F. and the U. S. P. movement also.

* * *

**CONTRIBUTIONS
TO THE N. A. R. D.**

In the last BULLETIN we pointed out the familiar fact that the N. A. R. D. nearly always faces a season of financial drought during the last two or three months of the year, and we earnestly besought the affiliated associations throughout the country which had so far not paid their 1907 dues to meet the obligation squarely and promptly in order that this great national organization might not be embarrassed by their indifference. Since then two prominent manufacturing houses, realizing that the N. A. R. D. was temporarily without adequate funds to carry on its important work, and desiring to be of substantial assistance to the retail trade, have made notable contributions to the N. A. R. D. treasury. Parke, Davis & Co. sent Secretary Wooten a check for \$1000, while Johnson & Johnson handed President Potts a draft for \$500. This assistance from sources outside the retail trade, however, should in nowise deter such associations as still owe their dues to the organization from doing the square thing. The dues for 1908 will not be available yet for several weeks.

* * *

THE A. D. S.

The American Druggists' Syndicate apparently had a successful annual meeting in New York last month. It was declared that a surplus had accumulated during the year of something like \$85,000, and the Board of Directors was given authority to declare a cash dividend. This, it was announced, would probably equal or exceed the 20-per-cent

dividend paid last year. One action of importance was that in which it was decided to add standard chemicals to the list of goods distributed through A. D. S. channels. A committee on formulas and preparations was provided for: Dr. W. C. Anderson of Brooklyn was made chairman, and he was given power to select a representative on the committee from each State and Territory where A. D. S. members are to be found. Otto G. Hottinger of Chicago was elected president of the corporation to succeed Mr. Ramsey. The vice-presidents are G. W. Hackenberger, Dr. W. C. Anderson, and C. H. Huhn. The three executive officers are all of them in the institution and are as follows: C. H. Goddard, secretary; George W. Luft, treasurer; and David Strang, advertising manager.

* * *

The manufacturers of fruit syrups recently held a meeting in New York City to protest against the action of the government with reference to the use of sodium benzoate as a preservative. Its employment is temporarily permitted under certain restrictions, pending an investigation now under way, but it is provided that products containing it must not bear the guarantee phrase.

* * *

The first contract suit which has developed since the Indianapolis decree is one brought by the Dr. Miles Medical Co. against J. D. Park & Sons of Cincinnati. The Miles people claim that Park has corrupted their agents in order to secure goods, and has then scratched off the serial numbers and defaced the packages in order to prevent discovery. An injunction is asked.

* * *

It is announced that the Indiana State Board of Pharmacy is about to complete reciprocity arrangements with the boards of Alabama, Arizona, Arkansas, District of Columbia, Florida, Georgia, Indian Territory, Oklahoma, Louisiana, New Mexico, Maryland, Massachusetts, Michigan, Oregon, Ohio, South Dakota, Vermont, West Virginia, and Maine.

* * *

The drug clerks of Paterson, N. J., have recently organized a local association with Malcolm Brechin president, Charles R. Garrebrant vice-president, John Tormey secretary, and George D. Lattimore treasurer.

The pharmacists and physicians in Augusta, Ga., are having a merry war. The physicians made a peremptory demand that the druggists stop counter-prescribing. The druggists held a mass meeting, declared that the doctors themselves were guilty of worse crimes, and announced hotly that they would mend their ways when they pleased—and not before!

* * *

At a recent meeting of the leading brush-makers in Great Britain it was decided to advance the price of tooth-brushes from 5 to 7½ per cent, and painters' brushes 5 per cent. The cause of these higher figures was said to be due to the increased value of bristles, horsehair, wire, bone, and ivory.

* * *

Those who subscribe \$1 or more to the Ebert memorial fund are entitled to a copy of the Ebert memorial volume to which reference is made in the "Personal" department of the BULLETIN this month. Remittances may be made to Mr. O. F. Fuller, of the Fuller & Fuller Co., Chicago.

* * *

Several cocaine prosecutions have been made throughout the country during the last few weeks, and the climax has been reached in New York City, where a druggist has been sentenced to six months in the penitentiary for persisting in the unlawful sale of the drug.

* * *

George C. Bartells, who has been in business in Camp Point, Ill., for upwards of thirty years, and who has long been treasurer of the Illinois Pharmaceutical Association, has sold out his store to his head clerk, Henry T. Reed, and has retired from business.

* * *

George Wilhelmi, a well-known Newport, Ky., druggist, and the owner of two stores, was last month elected to the State senate after a hot political contest. Mr. Wilhelmi is a Republican, and his opponent was the present State senator from the county.

* * *

An anti-cocaine bill, designed as an improvement over the present statute, is now going through the Illinois legislature. Why not include all narcotics in bills of this kind?

EDITORIAL.

A TROUBLESOME QUESTION.

Quite a flurry was caused at the New York meeting of the American Pharmaceutical Association in September by a paper in which the shortcomings of a few pharmacists were rather severely criticized. The author declared that some months before he had arrived at the conclusion that a certain percentage of druggists were incapable of profiting by the N. F. and the U. S. P. propaganda among physicians for the reason that they knew very little of these books themselves, and for the additional reason that they were careless and incompetent in their compounding and dispensing operations.

Desiring to know whether this premise were justified or not, he had begun an investigation of some of the stores in his city and the surrounding country, and a few of the experiences which befell him confirmed him in his opinion. One druggist, not knowing that petrolatum saponatum liquidum was an N. F. preparation, had searched through a number of his price-lists without finding any reference to the product, and finally declared that he was unable to furnish it. Another had mistaken spirit of ammonia to be synonymous with ammonia water, and, in dispensing a prescription, had turned out a product which "was wonderful to behold." In a few instances tap water had been used in making official solutions where distilled water was plainly indicated. In one case a druggist had dispensed an eye-wash "by placing the boric acid in a perfectly dry bottle, pouring upon it the requisite amount of camphor water, affixing a label, and handing the resulting mixture of boric acid, air bubbles, and camphor water out to the patient without further instructions."

It would be natural to assume that a critic who had started out to make an investigation of this kind, and who reported his findings with absolute frankness, was unfriendly to the retail druggist. As a matter of fact, no conclusion could be farther from the truth. The author was a man whose high regard for the profession of pharmacy is unsurpassed, and whose constant effort it is to seek the elevation and advancement of the calling. On this occasion he played the rôle of critic for the sole purpose of pointing out shortcomings in order that

they might be corrected, believing with President Roosevelt that publicity is the best instrument of reform.

It was pointed out by the editor of the BULLETIN OF PHARMACY, however, that while publicity was admittedly a useful means of betterment, much harm was frequently done by unqualified criticism. Only a few pharmacists are guilty of such shortcomings as were exhibited, and the danger is that interested persons often take such charges, magnify them into a condemnation of the calling as a whole, and use or publish them for selfish reasons. There are black sheep in every flock—even in the ministerial flock; and the drug trade does not possess more than its fair share of these ink-hued animals. There are unquestionably some druggists who sell cocaine to habitués; there are others who sell liquor illegitimately; there are still others who dispense poor drugs, who dispense them without care and without skill, and who know much less than they ought to know about the Pharmacopœia and the National Formulary.

Such druggists, however, are always in the minority, and the editor believed the best way to correct the situation was to seek legislative reform. Much has been done to root out the cocaine and liquor-selling evils by suitable legislation, and the era of food and drug legislation upon which we have now entered will soon take care of the druggists whose goods are not up to standard. It behooves pharmacists who have a jealous regard for the welfare of their profession to support such legislation on the one hand, while taking care on the other that it is of such a character as not to impose unjust and embarrassing restraints upon the handling and sale of medicaments. The increasing stringency of board examinations, and the establishment of higher educational requirements in pharmacy, are other factors tending toward the elimination of the unfit and the careless.

Several other speakers expressed the same conviction, and the paper was finally referred to a committee with instructions to report next year the best means of overcoming the defects indicated. The question is one of vital importance, and it ought to receive careful and conscientious consideration. Incidentally it is significant to note that the American Medical Association, aware of similar shortcomings among the physicians of the country, and realizing that medical education in particular has not yet become what it ought to be, is mak-

ing systematic efforts to correct the situation and to place medicine upon the high and noble plane on which it belongs and to which it should attain in the interests of the public health.

THE JOBBER AS AN "ANGEL."

The stringency in the drug-clerk market, urgently felt during the last three or four years, has been the subject of very earnest consideration and study. One potent cause was formerly the low wage scale, but in response to the law of supply and demand this aspect of the situation has so far yielded to correction that drug clerks now receive salaries commensurate with and perhaps larger than those paid in similar occupations. The greatest stumbling-block is found in the long hours of work at present inseparable from the conduct of the drug business, but still a third reason for the scarcity of clerks arises from the fact that so many young men are leaving the ranks of employees to become proprietors themselves.

In at least two recent addresses the jobber has been more or less severely criticized for encouraging clerks to open and establish drug stores on their own account. Secretary Wooten, of the N. A. R. D., discussing the scarcity of clerks in his report at the Chicago convention, delivered himself of this rather tart and incisive criticism:

Close study of this subject forces the conviction that the two most implacable enemies of the drug trade are the enterprising real-estate agents who want a drug store in every apartment building they control, and the equally enterprising salesmen of wholesale drug houses who attempt to persuade every clerk who has saved a few hundred dollars to embark in business on his own account, the salesman's object being to increase the volume of his own business.

That jobbers themselves are more or less willing "to acknowledge the corn" was made evident from the presidential address of John N. Carey at the annual meeting of the National Wholesale Druggists' Association in Denver. Mr. Carey remarked that "unfortunately many wholesalers frequently start young men in the retail business who have little or no capital and carry them to an unlimited extent, thereby unnecessarily increasing the number of dealers and making it more difficult for other retailers to pay their bills." So general has this practice of jobbers become in certain sections of the country that the retailers, as in Chicago, have found it necessary to serve notice upon the wholesalers that they must forfeit the respect and support of the established body of druggists if they grasp every

opportunity to increase competition in this manner. Concerted action along these lines has usually proved effective.

Now there is danger here that the ambitious drug clerk may feel that the druggists of the country, aided and abetted by the editors of the pharmaceutical press, are conspiring to keep them down. Such a conclusion would be very unjust. In this democratic country of America every man of brains and character must be permitted to rise, and he will rise, to a height commensurate with his ability. Nothing can and nothing will prevent this consummation "so devoutly to be wished." Personally we sympathize with every drug clerk who, feeling that he has the capacity to succeed as a business man, and earnestly aspiring to do his best, strikes out into the field of proprietorship.

But on the other hand there are large numbers of clerks who have not the seeds of success within them, and who, if they only knew it, are far better off as clerks than they would be as proprietors—better off financially and better off even from the standpoint of "independence." For after all there is no dependence so great as that upon the chains of debt and circumstance which an individual forges about himself. As Secretary Wooten said in his report at the Chicago convention, "there is a great deal that ought to be said, through pharmaceutical journals and otherwise, to warn young men against entering the drug business unless they have adequate capital, at least some business training and experience, and an inexhaustible supply of pluck and energy, otherwise they will soon degenerate into mere vassals of wholesale houses, with no independence, few opportunities to get ahead, little or no social life—nothing but a genteel sort of slavery."

A MINE OF ADVERTISING SUGGESTIONS.

The annual index of the 1907 BULLETIN will be found printed in this issue.

Take a glance at it.

Note the wealth of advertising plans of every kind and nature.

See what a gold mine is represented under such titles as "Advertisements," "Advertising Ideas," and "Window Displays."

If you ever want to make a drive on any article or line of articles whatsoever, here is the material for it—ready for instant use.

No book on advertising, no treatise of any kind, will be found anything like so comprehensive.

The annual BULLETIN is also invaluable in many other directions. It isn't primarily a journal of advertising, and we speak of this one thing merely for purposes of illustration.

Consult the annual index in this number and see what a vast wealth of material a single volume represents—material of many kinds and serving many uses.

Isn't the journal richly worth binding? Isn't it worth keeping in reference form? Shouldn't it be where you can consult it at any time when you need help and information?

Certainly.

Then send 65 cents and let us mail you a self-binder in which you can easily fasten the copies yourself.

It holds one volume with the ads. and two with the ads. removed.

Isn't it cheap enough? We furnish it at cost price to help our readers get the most out of their BULLETINS.

The man who throws his BULLETIN away after reading it is losing fully 50 per cent of its value.

Isn't that right?

Another point: The journals can be fastened in the binder from month to month as they arrive. Therefore send for one to begin the next volume with in January, even if you are "shy" some of the numbers for 1907 so that you can't preserve this year's volume.

PROFITS AND EARNINGS.

A BUSINESS THAT CAN BE IMPROVED.

We have a statement this month from a druggist who has evidently been reading the statements from other druggists, and who has arrived at the inevitable conclusion that he is not making as much money as he ought to make. He writes as follows:

To the Editor:

I wish you would comment on the following figures:

Inventory	\$ 4,000 00
Cash and credit sales	16,101 00
Purchases	11,501 00
Expenses, including proprietor's salary.....	4,000 00

I have a large credit and prescription business and fill about 40 prescriptions a day. My cigar business averages about \$165 a month. I do a large credit business, and on the first of every month have from \$1100 to \$1500 on my books. Every month, however, I collect from \$700 to \$800, and

therefore carry about the same amount on the books. I do not lose more than \$100 or \$150 a year from credits.

The question I want to ask is: Should I not make more money from my business?

STUDENT.

You certainly should make more money! There is no room for difference of opinion on that point. Your percentage of expense is a little more than 25, and perhaps this isn't particularly excessive for a \$16,000 business, inasmuch as the proprietor's salary, as of course should be the case, is included in the list of expenses. Your gross profit, however, is very small, being only a little more than 29 per cent. This leaves you a net profit of but 4 per cent, and no druggist should be satisfied with that for a minute.

Last year your total sales were \$16,101; your purchases were \$11,501; and your gross profits were consequently \$4600. Your expenses in the meantime were \$4000, and your net profits were therefore only \$600. Assuming that you paid yourself a salary of \$1200, your total income from the business was but \$1800. With sales of \$16,000 a year, you ought to make at least \$3000, unless the scale of prices in your vicinity is very low, or unless other conditions are unfavorable.

We suspect you are losing money in some of your departments without knowing it. It would be well for you to establish the custom of keeping department records. With these at your command you would be able to determine whether a given department was making as much money as it ought to make for you, or whether, on the other hand, it was actually losing money. The editor of the BULLETIN, in an address delivered last December before the Philadelphia College of Pharmacy, and reprinted in the BULLETIN for February of the present year, showed in detail how department records could easily be kept. We suggest that you consult this article and open a series of department accounts.

You evidently have quite a large cigar business, and it occurs to us as exceedingly likely that you are not making as much money from it as you fancy. It is the easiest thing in the world to lose money on cigars. Then, again, you have perhaps not studied the art of adding side-lines which yield good profits, and which, by virtue of this fact, pull up the general profits all along the line. Perhaps you can get better prices on other things: at any rate, you ought in every way possible to do better with your business than you have been doing of late.

PERSONAL.

PRESIDENT OF THE NEW CANADIAN ASSOCIATION.

We are pleased to present this month a portrait of G. E. Gibbard, president of the newly organized "Canadian Pharmaceutical Association." The se-



G. E. GIBBARD of Toronto.

lection of Mr. Gibbard as the first occupant of this office was a merited tribute to a man who has for years played an active and leading part in the affairs of Canadian pharmacy. Prominent in the Ontario College of Pharmacy, as the vice-president, and wielding considerable influence in the columns of the *Canadian Pharmaceutical Journal*, over which paper he presides as editor and publisher, Mr. Gibbard has always had much to do with shaping the policies and movements of the Canadian drug trade. In addition to his other interests, he owns and conducts four pharmacies in Toronto and vicinity.

The new association starts out under the most favorable auspices. It was largely called into being by the threat of the Dominion parliament last year to enact unfavorable and burdensome legislation respecting patent medicines. Realizing that federal affairs could only be handled by a federal organization, and that the growing importance and population of Canada demanded national instead of pro-

vincial outlooks, delegates from the various provinces met in Toronto during September and formed a strong and promising organization.

The objects of the association will be many and varied. Patent medicine legislation for the Dominion will be brought up again this year before the federal parliament, and the interests of retail pharmacy will be conserved by the organization. An all-Canadian authority for drug standards is one of the pressing needs of an expanding country. The Canadian Formulary, published by the Ontario College of Pharmacy, must be so revised and extended as to make it what its name implies, a truly national book. Uniform requirements for the practice of pharmacy must be established, and questions of inter-provincial relationships must be settled.

All this and much more work of a national character is waiting to be done, and the new association is well equipped for the task.

DR. ECCLES RETURNS FROM ABROAD.

The many friends of Dr. R. G. Eccles, of Brooklyn, were glad to see him again at the recent meeting of the American Pharmaceutical Association in New York City. At that time Dr. and Mrs. Eccles



DR. R. G. ECCLES.

had just returned from a year's trip around the world. Among the countries visited were Japan, Korea, India, Greece, Turkey, Italy, Spain, and France. The travelers spent considerable time in

Japan and India, and were fascinated with the unique customs of both countries. The Taj Mahal, located in Agra, India, and in many respects believed to be the most beautiful building in the world, was especially a source of delight to the Eccles, and souvenir post-cards bearing views of it were sent at the time to many friends in this country.

MRS. WOOTEN RETIRES FROM THE N. A. R. D.

The N. A. R. D. loses one of its most loyal and efficient workers in the retirement of Mrs. Wooten. As Mrs. Lake she went into the Chicago headquar-



MRS. THOS. V. WOOTEN.

ters of the association in 1900, and in her capacity as assistant secretary she has labored with superior intelligence and unusual energy ever since that time. More than this, in those recurring seasons of financial drought which the N. A. R. D. has unfortunately experienced, she has not only gone for weeks or months without her salary, but has at least on one occasion mortgaged her property in order to assist in tiding the association over a tight place.

A year and a half ago, when Mrs. Lake became Mrs. Wooten, she decided at once to withdraw from the headquarters force, but the conditions were such that she could not be spared. Only now has the opportunity come for her to carry out her wish to retire to the privacy of domestic life. Mrs. Wooten has played a conspicuous part in the organ-

ization and work of the Chicago branch of the W. O. N. A. R. D., and was recently made chairman of the Committee on Publicity and Promotion. She is also interested in various religious and philanthropic activities.

THE NEW PRESIDENT OF THE JOBBERS.

Mr. Edgar D. Taylor, elected president of the National Wholesale Druggists' Association at the recent meeting in Denver, is one of the most popular jobbers in the country and is a representative type of the Southern gentleman. Influential for many years in the affairs of the N. W. D. A., he has served on many important committees and has frequently been a member of the Board of Control. For some time he has been either chairman or a member of the Committee on Arrangements and Entertainment, and particularly at the recent meetings in Washington and Old Point Comfort he has been chiefly responsible for the local handling of the convention. His election to the presidency last month was a fitting tribute to years of active and energetic work in behalf of the Association.

In commercial life president of the Powers-Taylor



EDGAR D. TAYLOR.

Drug Co. of Richmond, Mr. Taylor has been prominently identified also with many of the public interests of his city. He has served as director-in-charge and president of the Virginia Hospital for twelve years, and during this time he has likewise been a

member of the Board of Directors of the University College of Medicine. He has been on the directorate of the Chamber of Commerce. He has been president of the Young Men's Christian Association of Richmond; and in one way and another he has taken an energetic and unselfish interest in many useful activities.

PROFESSOR SCOVILLE JOINS PARKE, DAVIS & CO.

Wilbur L. Scoville, formerly professor of pharmacy at the Massachusetts College of Pharmacy for upwards of ten years, and latterly in charge of the



PROF. WILBUR L. SCOVILLE.

laboratory of the Jaynes Drug Co. of Boston, has joined the scientific staff of Parke, Davis & Co. in Detroit. Professor Scoville's name is well known to the pharmacists of America. He is a member of the Committee of Revision of the United States Pharmacopœia, and has likewise been conspicuous in the revision of the National Formulary. He has been a prominent member and officer of the American Pharmaceutical Association. He was for two years the secretary-treasurer of the American Conference of Pharmaceutical Faculties. He is the author of a useful text-book known as "The Art of Compounding," not to mention one or two treatises of a briefer nature. He has contributed widely to association literature and to the pharmaceutical press, and as an experimentalist he is particularly known for his excellent work along purely pharmaceutical lines—in the improvement of galen-

ical formulas and in the development of such qualities as color, odor, flavor, and "elegance." In a great house like Parke, Davis & Co. Professor Scoville will have ample opportunity to utilize his varied abilities to the uttermost.

WILLIAM G. COOK.

One of the pleasant things about the recent meeting of the American Pharmaceutical Association in New York City was the character of the hospitality evidenced on that occasion. Everything was given the guests that could possibly be provided. For this treatment, Thomas P. Cook, the local secretary, was chiefly responsible, but next to him the largest share of credit belongs to his son, William G. Cook. The younger Cook was always to be found in the local secretary's office and was invariably the soul of courtesy.

William G. Cook is associated with his father in



WILLIAM G. COOK.

the affairs of the New York Quinine and Chemical Works and for the past five years has been traveling over the entire country in the interests of the house. He has often been seen, too, at the conventions of jobbers and retailers, and he has become very well and very favorably known to a large number of people in the trade. If we mistake not, Mr. Cook only recently entered the ranks of benefactors: Mrs. Cook was present with him throughout the week of the New York meeting of the A. Ph. A.

DR. KREMERS ABROAD.

Dr. Edward Kremers, dean of the School of Pharmacy of the University of Wisconsin, is spending some months in Europe on behalf of the United States government. He was selected by the authorities at Washington to investigate the economic aspects of denatured alcohol in the European countries. He will make a study of the various substances used for denaturing purposes, and he



EDWARD KREMERS, Ph.D.

will also investigate the uses to which the denatured product is put in the trades and industries. Denatured alcohol enjoys a very large and extensive consumption in nearly all of the European countries, while in the United States the product has so far failed to bear out the predictions of its friends. Dr. and Mrs. Kremers were present at the New York meeting of the A. Ph. A. and sailed for Hamburg during the week of the convention.

APROPOS OF THE LATE ALBERT E. EBERT.

It is an exceedingly interesting fact that the late Albert E. Ebert, dying during the last year, left his estate to the American Pharmaceutical Association. Messrs. Hallberg and Jamieson, executors, reported at the New York meeting of the Association that about \$4000 would probably be available when the estate had finally been settled. Mr. Ebert's eloquent act in making the A. Ph. A. his beneficiary proves what really needed no proof—

that throughout the later years of his life the success and prosperity of the American Pharmaceutical Association was the object of his dearest wish and his most constant endeavor. Resolutions of

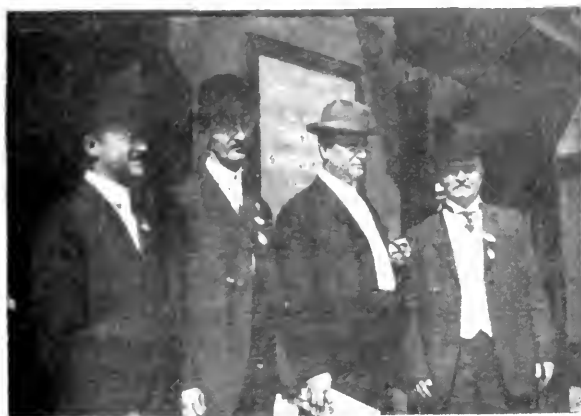


The late ALBERT E. EBERT.

respect to his memory were adopted at the New York meeting, and a handsome memorial booklet was distributed to the members in attendance. The latter, gotten up under the editorship of Professor Hallberg, comprised 75 pages, and contained tributes to Mr. Ebert's memory from personal friends, the pharmaceutical press, ex-presidents and prominent members of the A. Ph. A., and several pharmaceutical societies and organizations.

AN N. A. R. D. GROUP.

The four men seen in the accompanying photograph were "snapped" at the Chicago meeting of the N. A. R. D. in September. They were



standing just outside the Convention Hall. Reading from the left, the men are Henry C. Blair of Philadelphia, Charles Rehfuess of Philadelphia, Charles R. Judge of St. Louis, and F. B. Brill of Bridgeport, Conn.

EIGHT DRUGGISTS DISCUSS THE INVENTORY.

An Exchange of Views which Will Be Found Full of Valuable Suggestions—Different Methods Used for Invoicing—The Many Incidental Advantages of Stock-taking—The Annual Inventory Season Nearly at Hand.

How many druggists realize the imperative necessity of taking stock annually? How many know the numerous direct and incidental advantages of an inventory? Of those who do invoice their stock yearly, how many use the best and most convenient methods, and what, indeed, *are* the ways and means employed by successful retailers? Realizing the importance of these questions we have asked eight druggists to discuss the whole subject of inventory-taking, and to give *BULLETIN* readers the benefit of their experiences. The replies are terse, meaty, practical, abounding in useful hints and suggestions. They will be found full of value and interest. It only remains for us to add that the week following Christmas or New Years is the customary season for stock-taking, and a hint to the wise should prove sufficient.—THE EDITOR.

WALTER HENDERSON,
Glasgow, Mo.

The merchant of to-day who does not keep a set of books from which he can tell monthly, semi-annually or annually, as the case may be, exactly or at least approximately what his business is doing,



WALTER HENDERSON.

is working under a serious handicap in his efforts to achieve success. And the inventory of stock is to all the other books he may keep what the key-stone is to the arch.

Many large department stores can tell by means of their systems the condition of the stock at the close of each day, as well and as easily as they know the amount of cash on hand at the end of the day's business. Their systems are, however, too complex for the small retailer, and the majority of retail druggists, I presume, are satisfied with an annual accounting of the business. But I think even the most lax among us will concede that the

oftener an inventory can be taken the better, provided it does not interfere with the routine daily transactions and duties.

HOW HE DOES IT.

In our store an invoice is taken only once a year and that beginning on the first of January. During the interval after December 25, when the sale of special holiday goods practically ceases, the time is spent in going over the stock, rearranging show cases where staple sundries have been moved to make room for holiday displays, invoicing the goods which are to be packed away in drawers, and making a memorandum of the contents of each newly-arranged show case—the latter being left in the case so that items sold subsequently can be entered on it. Thus, to be brief, a week is spent in preparing for the final inventory and at little loss of time while rearranging as much as possible the entire stock, which gets more or less out of the accustomed places during the weeks just previous to Christmas.

On taking the inventory itself, I usually start on patents, entering quantities and costs (every article in the store is marked with cost and selling prices, which facilitates the final work of footing totals), and numbering the pages of the tablet consecutively as I go along. When I come to a section or show case which had been inventoried the previous week, the items since sold are deducted and the pages are included with the others and given succeeding page numbers. In taking the inventory I endeavor to consider the stock as much as possible as being in departments—such departments as those devoted to patents, drugs and chemicals, drug sundries, books and stationery, paints and wall-paper, etc. (I have the varied stock of a country town drug store, you see!)

TAKES ONE MAN ONLY THREE DAYS.

I do all the inventory work myself: it takes me about three full days, after which the items are entered at my leisure in a cheap day-book and the prices and totals carried out. I can then tell by comparison with the books what the business has amounted to for the year. Without an invoice, no matter how closely I might keep tab on cash receipts, expenditures, and goods received, it would always be guesswork as to how much the stock had increased or decreased.

In addition, the annual inventory certainly brings to light "dead stock" or slow selling stock; enables me to keep in mind many things shoved under counters for want of room elsewhere, and awakens in me a new desire and effort to see such goods going out. If only for the reason that it gives me at least once a year a comprehensive and exact knowledge of what goods, to the smallest item, are in stock, the inventory would alone compensate me for all the backaches acquired during invoice taking.

A. S. PARKER,

Detroit, Mich.

Who can question the value, I may say necessity, of the annual inventory? If the BULLETIN shall succeed in creating among the doubtful the inventory habit, then it will have rendered a most valuable service indeed.

DOES IT PAY?

What are the net returns for this annual expenditure of time and labor?

It affords the only means whereby the yearly profit or loss can be ascertained.

It reveals the condition of the stock, bringing to light the surplus merchandise, if any, thus enabling the thrifty merchant to forestall depreciation and consequent loss by converting the goods into cash.

It furnishes data whereby insurance can be intelligently placed, and in the event of fire, proof of loss is at hand, without which one may fare poorly at the hands of the insurance companies.

It is of value by recording the investment in individual lines, and in those departments wherein the merchandise sales are separated the profits on such lines are easily determined.

It is of value in adjusting assessments for taxes.

It is of value by creating in the minds of employees a wholesome regard for the business methods of the employer, and likewise by developing a

feeling on the part of the proprietor of having performed a duty to himself—one feels as he does after taking a good bath.

The inventory should not be considered a "bug-bear;" it should be attacked with vigor and completed in the shortest time possible. To let it drag along only serves to render it of less value as a statement of facts.

THE BOOK USED.

An ordinary book with journal ruling is sufficient. Classify the stock so far as possible for purposes of comparison and for ascertaining the investment in the various lines. There can be no objection to "bunching" certain lines such as "own make" pharmaceuticals, also pills, tablets, fluid and solid extracts, pressed herbs, etc. After having once made a careful inventory of these products it is possible to obtain an average cost that will be as accurate as though each item were taken separately. The writer has demonstrated the proof of this statement time and again.

FIXTURE ACCOUNTS.

The fixture account should be subdivided, with soda fountain and appliances under one head, from which a discount of 10 per cent should be made for depreciation. Shelving, show-cases, shelf-ware, scales, etc., may be properly grouped and subjected to a discount of 5 per cent. The remaining items, comprising sundry fixtures and apparatus, will perhaps remain constant in value, owing to replacements and betterments.

Book accounts should require scrutiny. The bad ones should of course be charged off entirely; the doubtful ones may be taken at half their face value.

ANNUAL BUSINESS STATEMENTS.

When the inventory has been completed a statement should be made up showing the assets and liabilities. This should be entered in a separate book provided for the purpose; on a new page each year may be entered a summary showing in detail the year's business, as follows:

- Cash sales.
- Received on account.
- Total cash receipts.
- Total credits.
- Gross profits.
- Percentage of gross profit, based on sales.
- Net profits.
- Percentage of net profit, based on sales.
- Total expenses.
- Percentage expense.
- Amount paid for merchandise.

These items are suggested as covering the important facts, no claim being made that the method of expression coincides with recognized forms of accounting, but to one who wishes to make yearly comparisons, or has a fondness for statistics, they make mighty interesting reading. Try it and be convinced.

HENRY P. HYNSON,*

Baltimore, Md.

Whatever I may state in answer to your five questions regarding the inventory has been repeated by others and myself so many times that I feel it will be almost an imposition to make a restatement, yet I know my audiences have been small and my readers few, indeed, as compared with the large number of subscribers to the BULLETIN and the still greater multitude of pharmacists who might be greatly benefited by a study of its practical pages. Personal and direct questions excuse, I hope, answers of a similar nature:

VALUE OF AN INVENTORY.

1. The taking of an inventory gives us knowledge, actual, valuable, necessary knowledge, of our stock, our belongings. If "knowledge is power," and it certainly is, then we have added power with which to do business through the taking of an inventory and the information it brings. I have, heretofore, ventured to use slang to show the relative business importance of stock-keeping, by saying "Stock-keeping is 'it,'" and I consider the taking of an inventory the most important part of stock-keeping. It tells what we have on hand, its condition and its value. It is impossible to know our worth, our profits or losses, our needs or our business abilities, without a balance sheet. A balance sheet *must* show one's assets. Assets are ascertained by taking an inventory of: cash (good money) on hand and in bank, bills receivable (sound paper), merchandise (salable goods) in stock, etc. It follows, then, that an inventory of merchandise must be taken *whenever an accurate balance sheet* is desired, and certainly such is required at least once a year. It also follows that an inventory must include only merchandise that is of value.

*Mr. Hynson, as is well known, is the senior partner of the Baltimore firm of Hynson, Westcott & Co. The business is a large one, utilizing a building of three stories and basement, and what Mr. Hynson says about inventory methods should be read with this fact in mind.—THE EDITOR.

KEEPS THE STOCK "ALIVE."

2. Our inventory does, undoubtedly, help us "to root out" "dead" or "slow" merchandise and keep stock "alive." Especially is this the case when a "buyer" does not handle the stock. Such a person, by a study of the inventory, can tell what goods are steadily moving and which should be gotten rid of—disposed of by returning them to the manufacturer, if this is possible, or by exchange or forced sale. This study of the actual inventory can be better done by some one in authority than by a subordinate who may take the inventory. The *condition* of all merchandise must be, of course, passed upon by the party actually handling the articles in performing the act of stock-taking; and by "condition" reference is meant to wrappers, labels, open packages, prescriptions, deliquescence, etc. Very much may be discovered in taking an inventory—carefully.

FLUCTUATIONS.

3. We should be sadly disappointed to find that our stock has not increased, as it always has, in valuable goods from 10 per cent to 15 per cent at each annual stock-taking. For increased sales we must have an enlarged stock. [This enlargement and fluctuation of the stock year by year shows the imperative necessity of an inventory if a druggist would know the actual facts.—THE EDITOR.]

BOOKS USED.

4. In taking the inventory we use inexpensive blank books of about 100 pages each, with ordinary date ruling and two money columns, such as are used for "single entry" ledgers. We find these smaller books much more convenient to handle than larger ones, both in "taking stock" and in "pricing." They allow for the expansion of stock by increasing the number of books, and we may have as many sets of operators as we can spare, each "set" being given a book. Then, too, such books also provide for the better locating of goods.

HOW THE TRICK IS DONE.

5. Since our employees are about equally divided into the "upstairs" and "downstairs" forces, and each "force" has to do with the stock about it, we delegate two from each set, four altogether, to take stock. Working in pairs greatly facilitates matters. When it is "plain sailing" one "calls off" as the other "enters." When it is necessary to straighten out stock, or weigh or measure it, both work at

this until they can "sail ahead." We take stock the latter part of June, when our business is quiet and before vacations begin, but have never been able to allow those doing the work all their time, meal hours interfering. If we get through within two weeks, we are satisfied. Over fifteen thousand different entries were made in our last inventory.

ANDREW R. CUNNINGHAM.

Detroit, Michigan.

Advantages of an inventory? Here are some of them:

ADVANTAGES.

It will tell you your position exactly.

With its assistance you can see if you have made or lost money and how much.

It will reveal a number of things you had forgotten were in stock.



ANDREW R. CUNNINGHAM.

It will in some cases unearth duplicates.

It will show articles which, although of no further use to you, may still be sold.

It will furnish a number of candidates for the bargain counter, also the ash pile!

It will make one more careful in buying, because some of the "good things" bought some time ago loom up awfully big when they have to be placed in an inventory.

It will bring to light articles which are spoiling.

It is worth its weight in gold in case of fire.

MR. CUNNINGHAM'S METHOD.

In taking stock don't use a book—employ inventory sheets like that shown in the accompanying illustration. With us everybody works on the in-

[illegible]

Mr. Cunningham uses these inventory sheets instead of a book for stock-taking. They are $9\frac{1}{4}$ by $13\frac{3}{4}$ inches in size.

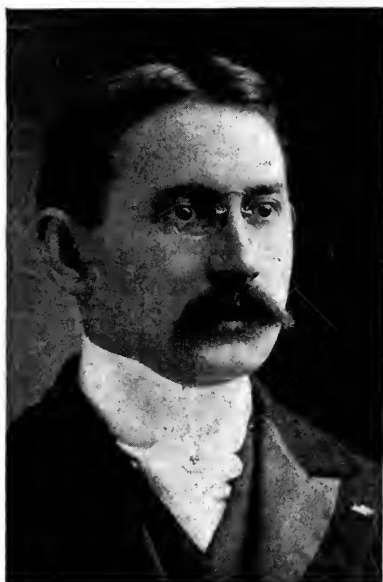
ventory. We keep two men at it steadily, one calling off and the other writing. The remainder of the force each has a sheet and they all work when they can.

The soda men take the fountain and accessories. The cashiers take the cigar and candy departments. And here is where the sheets are so much better than a book: One man can take the prescription case, another the patents, another the sundries, etc., and when all is done the sheets can be tied together and a cover made of heavy wrapping paper.

Writing and pricing consume about a week altogether, although the pricing is done after the inventory proper has been taken. We do not price each pill, tablet, fruit, fluidextract, etc., separately, but get the total and multiply by the average price per 100 or pint, as the case may be.

JACOB DINER,
New York City.

An inventory certainly *does* help us root out dead and slow merchandise and keep our stock alive. But there are other incidental benefits. The first, in my opinion, is the lesson in system and order which it



JACOB DINER.

teaches every employee in the establishment. It impresses them with the fact that slipshod methods and go-as-you-please ways are not tolerated in this store. It teaches the owner a lesson in buying, too. Many an article had been reported "out" by some clerk, and the buyer, not taking any chances, has of course ordered some more. While taking stock we find these "repeat" packages, bunch them, and incidentally impress the employees that while it is careless to forget reporting "shorts" or "outs," it is equally careless to order goods without making sure they are needed.

As to the variation in the value of the stock from year to year, I find that, except for new lines introduced into the business, the amount of stock remains almost identical.

MR. DINER'S METHOD.

For the purpose of taking stock we begin preparations about two weeks before the date set. The porter and the junior clerk are set to work straightening out every shelf and drawer, separating return empties, and otherwise preparing the stock. This finished, one clerk and myself get to work on the

day appointed, leaving the second clerk to attend to as much of the business as he can, giving him of course our assistance when necessary. A plain pad is used with carbon paper between two pages, thus giving me two inventories, one to be kept in the store and the other to be put away in a safety deposit vault.

ESTIMATING THE QUANTITIES.

In taking stock the only "bunching" we do is in the pharmaceuticals. For instance, we will count so many ounces of tinctures, so many ounces of elixirs, etc., taking as the valuation an average price from one or two price lists of pharmaceutical houses. Liquids we measure with a gauge-stick, solids we weigh. It takes us about two and a half days to complete our work, one man calling off and the other writing.

Fixtures are always charged, as well as other equipment, at cost price, since it would cost me that much to replace them, but in the ledger account of these items 10 per cent is charged off annually for depreciation.

All bills payable and receivable are checked off on that day, the bank book balanced, and thus an accurate condition of affairs is ascertained.

THOMAS DRUG COMPANY, El Dorado, Ark.

We consider annual inventories an absolute necessity for the success of any business. On December 26 we invariably start our inventory (unless this date falls on a Sunday). We are sorry to say, however, that we have not established much of a system, nor have we learned to save much time in the work.

THEY USE A LEDGER.

We use a cheap 200-page ledger. Three men do the work: one does the writing, another the calling off, while the third bunches and counts the goods. We always start in the same place in the store and follow the same course throughout each inventory. We do this so that at any time we want to know the cost of an item we can find it in the invoice book by knowing its place in the store.

METHOD OF DEPRECIATING FIXTURES.

We have three accounts in our inventory: merchandise, fixtures, and soda fountain. We put on the merchandise account all stock that is for sale. Fixtures are invoiced at the original cost, and the first

year we deduct 10 per cent for depreciation, the second year 20 per cent, and so on until we get to 50 per cent, when we hold the fixtures without further change. The discount entries are made with a pencil at the bottom of the page on the invoice book, and the accounts are posted to their respective places in the ledger. The invoice book is then placed in the safe for reference or for use in case of fire. We figure all patent medicines at list price, calculating that our discounts will cover depreciation. Any unsalable goods found are taken out of stock and not counted at all. We never invoice goods that are chargeable to expense, such as stationery, labels, etc.

A great advantage of the inventory is seen in the fact that we always find goods that we all had forgotten about, and on this score alone we think it a paying investment for the money spent in salaries while at work.

Next to the inventory the most important practice is the taking of all cash discounts.

W. H. BURKE,

Chicago, Ill.

I feel certain that if pharmacists knew the very great profit there is in knowing the exact amount of stock carried, as well as its condition and other



W. H. BURKE.

facts that are discovered by taking an inventory, they would accept the task in a more cheerful manner.

If it did no more than familiarize the stock-takers with prices, sizes, and other information that must be absorbed during the process, it would be time well invested. Every inventory brings to light a great many goods that should be moved; these goods will not be sold unless they are noticed, and they will not be noticed unless an inventory is taken.

COST PRICES ON THE GOODS A GREAT HELP.

It seems to the writer that the most simple and best way to take an inventory in the ordinary drug store is to use inventory sheets such as jobbing houses usually employ. The form of inventory books, however, is of secondary importance, and the same books or the same methods would not be the best for every business. If all goods are properly marked with the cost, it facilitates the task greatly, because it often takes ten or fifteen times as long to find out the cost on some item as it does to note the amount you have on hand. The looking up of these items is much more tedious work than the actual taking or counting of the stock.

The time taken to complete any inventory depends upon the amount of stock carried, but the marking of the goods with the cost simplifies the process.

GEORGE FRIEND,

Sydney, C. B.

I would just as soon try to make an accurate estimate of my year's profit—or loss—by guessing at the total of my cash and credit sales, as to make a statement having for its basis a mere estimate of stock on hand instead of an actual inventory. Then, too, the inventory helps to keep the stock alive, as it shows up the "stickers" and "dead" goods, especially when the inventory is checked over by the proprietor himself.

THE BOOK EMPLOYED.

The inventory book I use is just an ordinary blank book having the requisite number of rulings for extensions. The items of stock are always entered in the stock book in the actual order in which they are located, but I use a new book each year as the goods are seldom in the same order two consecutive years. I usually have the items written in the stock book well in advance of the date of actual stock-taking, so that it is only necessary to enter the quantities as they are called off from the stock.

It usually takes three men three or four days to take the inventory, the pricing and extending being done at leisure. I may add that I always begin the inventory with the class of goods most in demand, in order to reduce so far as possible the list of goods sold during the progress of the inventory.

QUALITY IN DISPENSING.

Striving for Fine Flavors in Galenical Preparations—The Necessity of Using Valuable Oils in Pharmacy—The Esthetic Merit of Many Official Compounds—Some Notable Examples.

By WILBUR L. SCOVILLE.*

It behooves pharmacists to study well the artistic possibilities of their preparations, particularly in the line of flavors. This is a proper part of professional pharmacy, not to say an essential part. And it is not a particularly difficult or obscure study.

The formulas of the Pharmacopœia and the National Formulary are an excellent basis for artistic study. Indeed the esthetic merits of many official preparations are too little appreciated. Take, for instance, such articles as aromatic spirit of ammonia, aromatic elixir, aromatic syrup of rhubarb, compound tincture of gentian, compound tincture of lavender, and many others; these are models of art when well made. They cannot be improved upon, though they can be caricatured by the use of poor materials. I have had together a score of samples of aromatic elixir from as many different stores, all made according to the official formula, but no two alike, and some of them were travesties on the formula. No physician is to be blamed for condemning the Pharmacopœia when he meets with some of these sordid examples of pharmaceutical economy. It is rather pharmaceutical suicide.

THE PURPOSE OF USING HIGH-PRICED OILS.

I have wondered at times if pharmacists know that oil of lemon, for instance, of special preparation, is quoted as high as \$24 per pound, oil of orange at \$56 per pound, special brands of peppermint oil at \$9.50 per pound, lavender oil \$8 per pound, rose oil \$15 per ounce, etc. Do they ever wonder who pays such prices for oils, and what these high-priced oils are used for? It is a profitable field for reflection. One thing is certain, these expensive oils are not being used by the ignorant or the sordid.

The first thing that the pharmacist who is interested in artistic preparations needs to know is what he may avail himself of for artistic effects. Good work needs good tools. So get acquainted with the best tools. The rest is not difficult.

*Major portion of a paper read before the fifty-fifth annual meeting of the American Pharmaceutical Association, held in New York, N. Y., September, 1907.

AN ILLUSTRATION.

As an illustration of the difference in effect that is obtained by a difference in quality, there is shown to you three different samples of compound spirit of lavender made with as many different grades of oil of lavender. The oil in one sample is listed at \$3.25 per pound (which is the grade commonly purchased by pharmacists), in the second the oil costs \$4.50, and the third \$8.00 per pound. Similarly two samples of spirit of peppermint made respectively with a \$2.40 and a \$9.50 oil. Is the difference in effects worth the difference in cost? Note well the effects, then consider.

First, people will pay good prices for what pleases them. This is true in all lines, and on this basis the question of cost merely determines the selling price. And the best profits are in the best class of goods.

EDUCATING CUSTOMERS TO BUY THE BEST.

But in pharmacy the public has not been educated to a discrimination in quality, and may be reluctant to acknowledge that such a thing is proper. What then? Well, for one thing, advertising is necessary, even in pharmacy.

Can a pharmacist get any more for an ounce of tincture of rhubarb because he sells it over a mahogany counter and in an attractive bottle? Or can he get any larger price for a glass of soda-water because he draws it from a \$25,000 fountain? Yet he considers it good business to attract trade by appealing to the eye. He doesn't expect to get higher prices by having an attractive store, but he does expect to do more business.

The appeal to the eye is more general than is that to the palate, for the latter has to await its opportunity to make itself felt, but, when felt, is the more effective. It wins a confidence and respect that display cannot win, and it wins in the most profitable quarters.

Now what does this kind of advertising, considering it as such, cost?

SUPERIOR GOODS THE BEST ADVERTISING.

Compound tincture of lavender made from an

\$8.00 oil costs 4 cents more per pint than does that made from a \$3.25 oil. A quarter of a cent more for the best per ounce; and when it is used in Fowler's solution the difference in cost is too small to be considered, but the difference in effects is marked. Pretty cheap advertising, if you look at it that way.

Spirit of peppermint made from a \$9.50 oil cost 65 cents more per pint than one made from the \$2.40 oil, or 4 cents more per ounce. It may be wise here to discriminate between a spirit that will go into a household for stomach-ache, and one that will be used in compound cathartic elixir, for example, or in a dentifrice. When the quantity of oil that is required to flavor a preparation is considered, the difference between the cost of the best and the cheapest is a small figure in the cost of the preparation, even though the difference in the oil prices is considerable. But the difference in results is not small. The public may not appreciate that the difference is due to quality, but it is pretty certain to see the difference.

"PRIDE GOETH BEFORE A RISE."

And distinctiveness is the key to business success. There is no better advertisement for a pharmacist than the reputation of taking pride in his preparations. And there is no better incentive to professional advancement than this same pride. Pride goeth before a rise in business life.

In the writer's judgment this is an important consideration.

Physicians are ready to take up National Formulary and U. S. Pharmacopœial preparations, but they must not be disappointed in them. They have been educated to skepticism regarding the pharmacist's ability to satisfy them, but pharmacists can and must prove their ability to please. The times demand artistic as well as therapeutic results. The preparations that win must show both. Only such will hold their own. And if physicians find both results in the preparations which they get from their druggist, they will stick to them.

They are not likely to be satisfied with either result without the other.

A DRUGGIST AS THE NEXT PRESIDENT?

Governor John A. Johnson, of Minnesota, Formerly in the Retail Drug Business for Ten Years, is Prominently Mentioned as One of the "Presidential Possibilities" in the Democratic Party.

Both of the great political parties in the United States are now indulging in the interesting hunt for a presidential candidate which develops every four years. In the Democratic party Mr. Bryan is generally conceded to have a position "next the pole," but there are a number of other aspirants throughout the country. Just now one of the men whose name frequently bobs up in the newspapers and the magazines is Governor Johnson of Minnesota, and it may not be generally known among the pharmacists of the country that Mr. Johnson was for ten years a drug clerk in the Minnesota town of St. Peter.

Colonel Watterson, the redoubtable Democrat of Louisville, and long famous as editor of the *Courier-Journal*, was first responsible for suggesting Governor Johnson as a presidential possibility. A wave of curiosity swept over the country when the Colonel remarked in the columns of his paper that he knew of a Democrat who, in case Mr. Bryan meant to decline the democratic nomination, could unite the party and possibly carry the election. Re-

garding the personality of this interesting candidate the Colonel remained for many weeks as dumb as an oyster. Speculation in the meantime ran rife and there was no end to the guessing and the chaffing in the newspaper press. The secret finally leaked out that "the dark horse" suggested by Colonel Watterson was none other than Governor John A. Johnson of Minnesota. Since then we have been treated to many biographical and personal sketches of the Governor in the public press. In the meantime Mr. Bryan has declared his willingness to run again, but Governor Johnson's name still continues to be used.

Referring to Mr. Johnson's experience in the drug business, we may say that at the early age of 12 the young man found it necessary, largely as the result of a father who loved liquor not wisely but too well, to leave school and become the breadwinner of the family. The Johnsons were among the Swedes who lived in St. Peter, Minn. After a year spent in a grocery store, young Johnson was employed by Henry Jones, the St. Peter druggist.

and he remained with Mr. Jones for ten years until he had reached the age of 23. During one summer of this period, however, he worked in a drug store



Governor John A. Johnson of Minnesota, formerly for 10 years in the retail drug business, and now mentioned as one of the presidential possibilities.

in Decorah, Iowa, but Mr. Jones wanted him back and he returned in the fall.

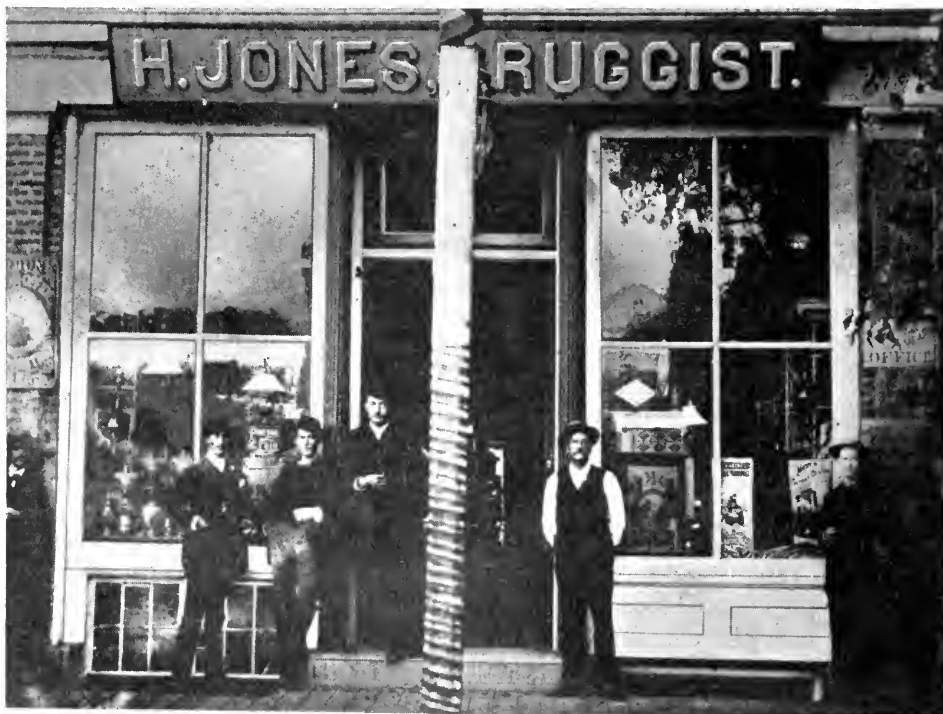
It is an interesting fact that the accompanying

photograph of the Jones store was taken by a traveling photographer on the very day that President Garfield was buried in 1881. The future governor was then in his early twenties, and in the picture he is seen standing at the left of the door. During all these years he was a considerable reader and student, and thus it happened that at the age of 23 he was selected by the local Democrats to become the editor of the *St. Peter Herald*, at which juncture he left the service of Mr. Jones.

Regarding Mr. Jones himself, it is interesting to know that he left St. Peter in 1887 and has ever since lived in Minneapolis. He is no longer actively engaged in the drug business. In the meantime the Jones store has passed into the ownership of Mr. C. H. Clark and is one of the most prosperous and progressive drug stores to be found in the State outside the large cities.

Mr. Jones is naturally very much interested in the presidential talk regarding his former clerk, and he speaks of the Governor in the warmest and most affectionate terms. In a recent interview in the *Minneapolis Journal* he told how faithful, energetic and studious an assistant the Governor was, and he expressed his joy over the successes which had since come to him.

After Mr. Johnson had for several years edited



In this picture of the Jones drug store, in St. Peter, Minn., taken in 1881, Governor Johnson is seen leaning against the column at the left of the doorway. Julius Block, late State treasurer, is behind Mr. Johnson in the open doorway, while Mr. Jones himself stands at the right in his shirt-sleeves.

the *St. Peter Herald* he was elected to the upper house of the Minnesota legislature, and there he remained four years. In 1904 he was made the Democratic nominee for governor at a time when no one thought a Democrat could be elected. To the surprise of everybody he overcame the tremendous Roosevelt majority of 161,000 and was

elected by a plurality of 7800. Two years later his plurality was 72,000. It is vote-getting powers of this kind which have brought Governor Johnson prominently to the attention of Colonel Watterson and other leading Democrats, not to mention the excellent record for honesty and ability which he has made in the gubernatorial chair of Minnesota.

A PROMINENT CUBAN PHARMACY.

The Sarrá Establishment in Havana—One of the Most Successful and Interesting on the Island—Remarks in General on the Characteristics of the Cuban Drug Trade.

By LESTER H. CARRAGAN, Ph.C.

It is an established fact that the American abroad is notorious among foreign peoples for his propensity to ask questions concerning everything in sight, but it is for this very reason that he brings home with him a larger fund of information pertaining to "the other fellow's" way of doing things than any other known traveler. And reasoning upon the assumption that the American at home, with particular reference in this instance to the American pharmacist, is just as anxious to observe the "other fellow's way," the writer hopes that the following brief sketch of a representative Cuban drug



General offices of the Sarrá pharmacy.



The main building of the Sarrá pharmacy in Havana, containing on the ground floor the offices and the wholesale and retail departments, and on the second floor the quarters of the proprietor. Shops, warehouses, etc., extend for a distance of one block back of this building.

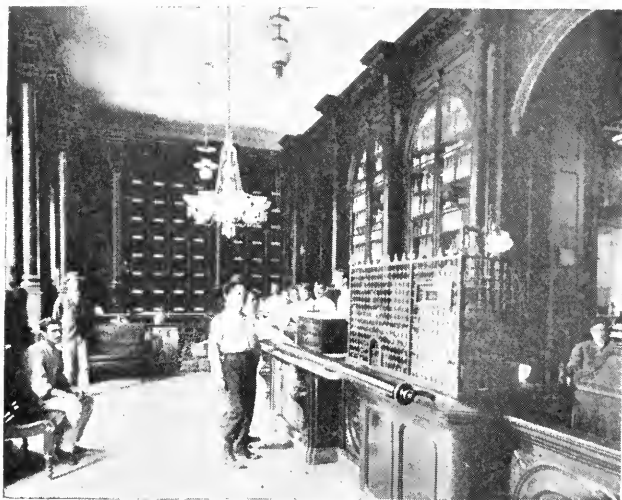
store—that of Vda. de José Sarrá é hijo, in Havana—may be of interest to readers of the BULLETIN.

Organized in 1853 by Don José Sarrá and others, this house has risen by sane and solid business methods to its present position among the foremost mercantile establishments in Cuba. The firm has been run under its present title, Vinda de José Sarrá é hijo (widow and son of José Sarrá), since 1898, when at the death of José Sarrá, after 35 years of able and active management, it passed into the hands of the present proprietors, and by the Spanish law took their name.

Don Ernesto Sarrá y Hernandez, the son, has carried on the active management since that time and now has under his control an establishment embracing wholesale, retail, manufacturing and shipping departments, laboratories, and tin-can and carpenter shops, all equipped with every conveni-

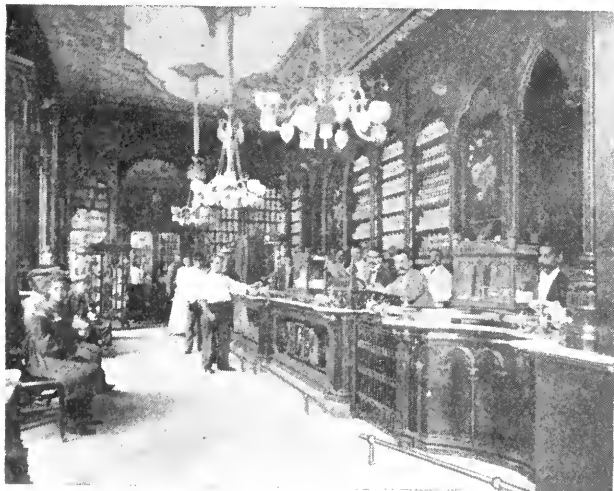
ence, such as electric-lights, telephone service, elevators, fire-fighting apparatus, etc. It also embraces a section set aside for the preparation of meals for the employees of the house, 125 in number—for according to the general custom among Spanish and Spanish-American merchants, the employer furnishes board for his employees.

All of these departments are located on the



The wholesale department.

ground floor, the remainder of the building being given up to the living apartments of the proprietor and his family. This may appear strange to the average American, who invariably prefers to have his home at some distance from his place of business, but it is in accordance with the custom of the country.

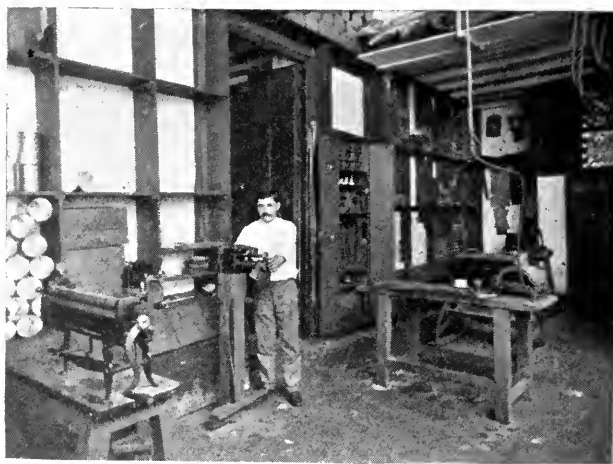


The retail department, showing the absence of show cases in the Cuban pharmacies as pointed out in the accompanying article.



A corner of the manufacturing department.

From the accompanying photographs it will be seen that the general equipment differs radically from that of our American stores, the first difference noted being the absence of window displays or show cases. The American influence is beginning to show itself in the occasional installation of the latter, but, generally speaking, they are both conspicuous by their absence all over the island. These features usually make a deep impression on



This tin shop is one of the many unique features to be found in connection with the Sarrá establishment. Tin containers for various Sarrá products are made here on the spot.

the visiting American pharmacist, who is forced to spend much time and labor in designing and setting up his window and counter displays. That great American institution, the soda-water fountain, is also practically unknown in Cuba, for although one or two enterprising Havana druggists have made

the experiment, they have found that the public is not yet ready for such an innovation.

Being at long distances from the sources of supply, the Cuban druggist is obliged to keep a larger and more diversified stock of goods than would appear on the shelves of the American pharmacy. Every known source of supply in Europe and America is drawn upon, and an inspection of the books of the house of Sarrá would be of interest to the American pharmacist, whose purchases are very largely made in the home market. The practice of pharmacy in Cuba being founded on the French

Codex, there is a preponderance of French products, but one may find also a good representation of German and Italian goods. Through the ever-increasing activity of the American houses, the United States is beginning to loom up as a very important factor in the drug market, and is gaining steadily year by year.

Americans are showing more and more interest in Cuba, on account of her great resources and her rapidly increasing commerce, both foreign and domestic, and it is in view of this lively interest that these observations are presented.

A WINDOW OF CASTILE SOAP.

B. S. Cooban, of Chicago, is known by the readers of the BULLETIN to be an expert at the designing of attractive window displays. One of the two windows in his pharmacy is a very large and commodious one, lending itself admirably to advertising

cloth was then made to cover them and the floor itself. The long bars of Castile soap, as well as the sawed-off cakes, were scattered about the window in a hit-and-miss style.

The large placard bore this legend: "*A Castile*



purposes. Mr. Cooban is not slow to take advantage of the opportunity.

In the display shown in the accompanying illustration Castile soap was featured. No particular effort was put forth to make the display original in character: on the contrary, simplicity and economy were kept in view. Boxes of various sizes were first placed on the window floor and white cheese-

Soap Chance. The Finest and Rarest Castile Soap which Sells Regularly at 10 Cents a Cake. This Week Only 8 Cents!" Other cards read as follows: "Castile Soap for Cleaning Cuts and Wounds;" "Castile Soap—the Best Soap for Baby's Bath;" "Castile Soap for Delicate Skins;" "Castile Soap—the Best Shampoo;" "Castile Soap is an Emblem of Purity."

FIFTEEN USEFUL THINGS TO KNOW.

By L. R. McCOSH,
Oregon, Ill.

1. Tincture of senega aids the emulsification of any oil.

2. Glucosides should not be dispensed with free acids. Acids decompose them.

3. Potassium iodide and potassium chlorate form at the temperature of the body a poisonous compound, probably an iodate.

4. Lime is more soluble in syrup than in water, as it forms soluble saccharates with sugar.

5. Salol can cause carbolic poisoning, since it breaks up in the stomach into 36 per cent of carbolic acid and 64 per cent of salicylic acid. It is decomposed by alkalis.

6. Never filter a rhubarb preparation. Always shake before using.

7. The stain of chrysarobin may be removed by a weak solution of sodium hydrate.

8. Potassium permanganate when used for alkaloidal poisoning should be given in 5-grain doses every 15 minutes until four doses are taken.

9. Carbolic acid which has turned red may be purified by adding a little alcohol and subjecting

the resulting solution to a low temperature. The acid will crystallize out clear, leaving the coloring agent in the alcohol.

10. Hydrocyanic acid is formed by the slow action of potassium carbonate and tincture of hyoscyamus.

11. The official fluidextracts containing acetic acid are those of sanguinaria, nux vomica, ergot, and conium. This ingredient causes trouble occasionally in compounding. Look out for it.

12. Corrosive sublimate will dissolve in sulphuric, nitric, or hydrochloric acids without alteration.

13. Potassium iodide is incompatible with alkalis and fatal results have sometimes developed from combining them.

14. Pepsin is insoluble in alcohol. Alcoholic preparations of pepsin are dreams. The action of pepsin as a ferment is inhibited by alcohol.

15. Never be guilty of making an infusion from a fluidextract. Extracts are usually made with alcoholic menstrua and the extractive is different from that obtained in an aqueous infusion.

THREE FAMILIAR PREPARATIONS.

**A Quick Method for Making Solution of Potassium Citrate—How to Prepare a Stable Soap Liniment
—A Method for Compounding a Bright, Clear Solution of Basham's Mixture.**

By L. J. GRAFFORT.

In accordance with your request I am sending my process of making soap liniment, solution of potassium citrate, and solution of iron and ammonium acetate.

Before going into the details of these formulas, I wish to state that the department in the BULLETIN devoted to practical pharmacy is certainly interesting to those who believe in taking advantage of practical ideas. I have adopted and put into practice a number of suggestions published in your columns and get the desired results with less complications.

The eighth revision of the U. S. P. has a number of complicated formulæ which cannot be made in the average drug store, because the clerk lacks the

necessary utensils for following the processes given. Therefore if practical ideas are brought forth to be executed by the use of the ordinary utensils at hand, some of the U. S. P. preparations could be made to advantage. Then again, I have found some products in the U. S. P., eighth revision, which can be made by a better process, even if you have the proper apparatus for following the process given.

BASHAM'S MIXTURE.

Solution of ammonium acetate...10 drachms.

Dilute acetic acid.....1½ ounces.

Tincture chloride of iron.....1 drachm.

Mix the ingredients in a graduate in the order written. On close observation a slight effervescence will be noticed. Let the mixture stand a moment and then proceed, adding:

Elixir of orange1½ ounces.
 Glycerin1½ ounces.
 Water1½ ounces.

Referring to Dr. J. M. Francis' comments on the eighth revision of the U. S. P., I notice he states the following: "We often wonder how many pharmacists pride themselves on dispensing a first-class, bright-colored Basham's Mixture? We have seen some products that were utterly vile and others beautifully clear six months after dispensing." I wish to say that the above formula will yield a first-class, bright-colored mixture as stated by Dr. Francis, although the dispenser must use the official acetic acid and not the so-called No. 8 in preparing solution of ammonium acetate and the dilute acetic acid called for in the formula.

I have dispensed Basham's Mixture made in this way for the past six years without a single batch being vile.

SOLUTION OF POTASSIUM CITRATE.

Dissolve the citric acid in 100 Cc. of water. Add potassium bicarbonate until the solution is neutral, which will require about 8 Gm. of the alkali.

This process is much more convenient than the U. S. P. method and saves time in making small amounts of the product. Most prescription clerks will agree with me that to filter separately two solutions of 40 Cc. each, as directed by the U. S. P., is not a time-saving process.

SOAP LINIMENT.

Use white Castile soap cut into small pieces and dissolve these in 275 Cc. of water by agitation. Dissolve the camphor and oil of rosemary in 725 Cc. of alcohol. Mix the two solutions and filter, adding through the filter enough water to make the product measure 1000 Cc.

This process yields a soap liniment which will not show a white precipitate on standing.



SOME PROMINENT CANADIANS.—These were the delegates from the various provincial societies in Canada who recently met in Toronto and organized the Canadian Pharmaceutical Association. The first row, reading from the left, comprises John Cochrane of Victoria, B. C.; A. D. Ferguson of Wolseley, Alta.; G. E. Gibbard of Toronto (president); G. A. Burbidge of Halifax (vice president); J. E. Tremble of Montreal (secretary); and A. W. P. Gourlie of Summerside, P. E. I. The second row comprises A. Campbell of Winnipeg; H. Watters of Ottawa; Robert Martin of Regina, Sask.; W. A. Chapman of Montreal; A. J. Laurence of Montreal; and S. H. Hawker of St. John. The three men in the top row are W. B. Graham, registrar-treasurer of the Ontario College of Pharmacy; F. S. Mearns, solicitor of the Ontario College of Pharmacy; and John Hargreaves of Toronto.

DOLLAR IDEAS.

RECORDING REPEAT PRESCRIPTIONS.

P. I. Minton, Red Bank, N. J.: Do you keep a record of your repeat prescriptions? You should by all means. There are many reasons why, but I will mention only a few. Suppose, in the first place, you refill a prescription, and the patient returns in a day or two and says he has lost the box or bottle. Without a proper record of the repeats, what can

(Put Druggist's Name Here.)

New No. Date

Old No. Date

Dr.

For

Put up by

you do? Again, such a record enables you to estimate the number of prescriptions compounded daily, weekly, or yearly. Now, there are several ways of recording "repeat" prescriptions. I think this is one of the best: Have some slips printed about 2½ by 3 inches, as shown in the illustration. Bind them in pad form. Simply treat a slip as a new prescription, filling in the blanks as required.

A SAFE WAY TO BURN WASTE PAPER OR EXCELSIOR.

Charles W. Simmons, Wolcott, Indiana: To burn paper or excelsior without endangering property, make a wire basket as follows: Procure six feet of 48-inch smooth-wire fencing, and fasten the ends together. For the bottom use sheet or galvanized iron. Make a wire top which may be readily removed. This completes a receptacle which will prevent burning material from scattering. It is light in weight and may be carried about easily.

A SEDATIVE EXPECTORANT.

"A friend from Indiana": I find that the following formula is well worth bringing to the attention of the physicians. It will insure a steady prescription business on a profitable mixture:

Fluidextract of cannabis in-
dica 2 fluidounces.
Alcohol 2 fluidounces.
Glycerin ½ fluidounce.
Pumice stone 2 ounces.
Distilled water 4 fluidounces.
Fluidextract of lobelia 2 fluidounces.
Fluidextract of tolu soluble 2 fluidounces.
Distilled water 10 fluidounces.

Mix the ingredients in order named and let them stand 48 hours. Filter and then add:

Simple elixir (10% alcohol) 9 pints.
Tartar emetic 16 grains.
Heroin hydrochloride 42 grains.

Lastly add:

Sugar, granulated 2 pounds 6 ounces.
Plant green q. s.

This preparation will be found to be unequalled as an expectorant and sedative.

INCORPORATING METALLIC MERCURY INTO OINTMENTS.

G. E. Brasington, Maiden Rock, Wisconsin: If any brother pharmacist has ever had occasion when some doctor wanted an ointment made up extemporaneously with metallic mercury to work until he perspired in order to incorporate it properly, let him try the following: Take as much tincture of benzoin compound by measure as you use mercury by weight, put in a bottle and agitate thoroughly. The mercury immediately divides itself into minute particles, which can be incorporated with an ointment base, preferably lanolin slightly warmed, with a minimum of labor.

DISPLAYING NIPPLES.

George T. Hague, Hempstead, New York: As we have had considerable difficulty in showing rubber nipples, I recommend this scheme: On a square card 12 by 20 inches in dimensions fasten a sample of every style nipple in your stock. Include baby comforts and teething rings in this assortment. When a customer asks for a nipple show him this sample card. After he makes a selection you can pick out the proper article from the case. This not only saves time but it saves stock. You need not handle the goods every time you make a sale.

A RECORD OF YOUR CIGAR AND SODA BUSINESS.

Judson W. Hoover & Co., Galesburg, Ill.: A druggist may often ask the question: "Am I making any money in my cigar or soda departments?" We have a tabulated form on our cash-books:

DATE.	Cigar sales.	Cigar purchases.	Soda sales.	Soda purch.	Recd. on acct.	Charge.	Discount.	Freight.	Total sales.
July 1	\$6.75	1000 Owl, \$35.00	\$21.50	Salary, \$14.00	\$5.40	\$8.50	\$3.40	\$1.75	\$53.45
2	8.50	25.00	Sugar, \$18.50	3.20	6.40	.75	.55	49.20
3	7.45	15.95	Ice cream, \$42.60	9.40	9.35	.48	.35	63.40
Sunday									

Every cigar bought is recorded in the cigar purchase column and everything for the soda fountain in the soda column. At the end of every month you have only to add and subtract and you can see where you stand. Take the columns of "charge" and "received on account;" they tell you instantly the credits on your books. Observing next the discount and freight columns, let me say that my discounts always pay the freight and express, leaving me a nice balance besides. We use a more elaborate page than this on our monthly showing. We may submit that also to the readers of the BULLETIN if they are interested.

AN EXCELLENT CHOCOLATE SYRUP.

M. R. Shotwell, Denver, Colorado: The following formula makes the finest chocolate syrup for soda fountain use which I have ever seen:

Ground chocolate	8 ounces.
Glycerin	8 ounces.
Sugar	8 pounds.
Vanilla extract	4 drachms.
Sweet milk, sufficient to make.....	1 gallon.

Mix the chocolate and sugar thoroughly and add the milk. Let the mixture come to a boil and pour in the glycerin. When the sugar has cooled, add the vanilla.

Where this syrup is used, all other fountains will go out of business!

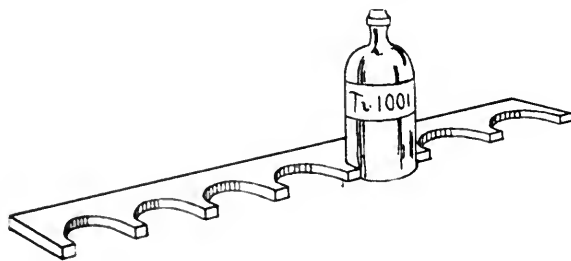
MAKING CHOCOLATE SYRUP.

Getman's Drug Store, Lyons, N. Y.: The tendency of powdered cocoa to lump in making chocolate syrup can be overcome in this way: Pour eight ounces of powdered cocoa and two pounds of granulated sugar in a kettle and stir thoroughly. Add

eight ounces of water and stir the mixture into a paste. Add eight ounces more of water, heat, allow the syrup to boil two minutes, and strain. Add three quarts of cold simple syrup, and one ounce of vanilla. This affords a convenient and quick method for making chocolate syrup.

HOW TO KEEP SHELF BOTTLES IN PLACE.

J. F. Shores, Talladega, Alabama: Take a piece of board of the length of the shelf. Place the shelf bottles on it in a straight row, and then draw one-half of the circumference of every container on the



board. Saw out the semicircle as illustrated, with a key-hole saw. Place the form on the shelf and tack it down. This will keep the bottles equidistant and improve their appearance. The device is simple and can be made in a short time.

CLARIFYING AMMONIA WATER.

W. H. Stark, Palo Alto, Cal.: Stronger water of ammonia, on standing any length of time in a tin container, turns milky with the formation of a white precipitate. This is very persistent, resisting any of the ordinary clarifying agents. Here is a method which works like a charm: To every five pints of ammonia water add one-half ounce of powdered alum, shake well, let stand for six or seven days, and the solution will clarify perfectly.

A MEDICINAL OIL SPRAY.

O. F. Johnson, Minneapolis, Minnesota: As an oil spray for catarrh I recommend the following formula:

Camphoric acid	16 grains.
Menthol	40 grains.
Oil of eucalyptus	6 drachms.
Liquid petrolatum, q. s. to.....	8 ounces.

Directions: Spray the throat and nose with this inhalant, using a continuous spray oil atomizer. For cold in the eyes, rub a little on the lids.

LETTERS.

HE WOULD CURTAIL THE DISPENSING PRIVILEGES OF PHYSICIANS.

To the Editor:

While reading to-day the article, "Let us have Peace," in the October BULLETIN, a prescription from one of our leading physicians was handed me, which read as follows:

For Baby—

Peacock's Bromides 1 ounce.

Elixir of Lactopeptine..... 2 ounces.

Sig.: Give as directed.

I asked the messenger, a stupid young Italian, evidently full of bug juice, how much of the above mixture the baby was to get at a dose, but he was totally impervious to the "King's English," and I handed him the vial with some misgiving.

Now, if the dispensing pharmacist be required to act as a check on possible errors of dose on the part of the prescriber, and if he is liable to prosecution should harm come from an overdose, a physician plainly has no right to write such a prescription as the above. In my humble judgment, he should be required by law to state the dose of all medicines intended for internal consumption.

And while on this subject, permit me to go a little further. Is it right and proper, and for the public interest and safety, that a physician should be both judge and jury to his patient, as he now is? Why not make the axiom "Eternal vigilance is the price of liberty" applicable to the sick-room?

In this country of ours the physician makes the diagnosis, furnishes the medicine if he sees fit, and makes out the death certificate. *He is an absolute autocrat of the sick-room and the death chamber.* Is this a desirable state of affairs? Is it necessary?

I have a high opinion of the medical profession in general, but like all other callings it shelters some black sheep and some careless and indifferent men, and surely no well-meaning member of the profession will object to the placing of reasonable safeguards in the sick-room. And if such be the case, why, I humbly ask, could not the A. Ph. A. ask the A. M. A.'s coöperation in a recommendation to all the States of the Union, to pass laws prohibiting physicians from furnishing medicines to their patients except in cases of emergency and no longer?

Such laws have long existed in most civilized countries.

Many physicians would look upon such a step with disfavor and prate about the cupidity of druggists, but a majority would, I believe, favor it, and the flower of the profession would be ranged with the majority.

THEO. V. BROWN.

San Jose, California.

MORE ON PHYSIOLOGICAL NORMAL SALT SOLUTION.

To the Editor:

I do not agree with you on the subject of physiological normal salt solution. In the last issue of the BULLETIN, in the department of Queries, you stated that 1000 Cc. of this solution contains 9 grammes of sodium chloride. All authorities state that there are 6 grammes of the salt to the liter. For my part, I keep a sterilized decinormal volumetric solution of sodium chloride containing 5.806 grammes of salt to the liter. I have prepared this reagent for chemical work as the decinormal solution, but I use it when physiologic normal salt solution is ordered.

The point I want to bring out is this: the chemical decinormal volumetric solution of sodium chloride is practically identical with physiological normal salt solution. There is no need of keeping the two preparations on hand. It is well for the pharmacist to bear this fact in mind. The reason why Sutton gives 58.48 as the molecular weight of sodium chloride may be explained by the fact that he uses the international atomic weights wherein oxygen is 16.0, hydrogen 1.008, sodium 23.0 (more correctly 23.05), chlorine 35.45. According to these figures the atomic weight of sodium chloride is 58.45. The Pharmacopœia, eighth revision, still uses the old atomic weights. Why? It gives hydrogen as 1, oxygen 15.88, sodium 22.88, chlorine 35.18, and sodium chloride 58.06. The discrepancy of the figures for the molecular weight of sodium chloride is to be explained by the different atomic weights of the constituent elements.

Brooklyn, N. Y.

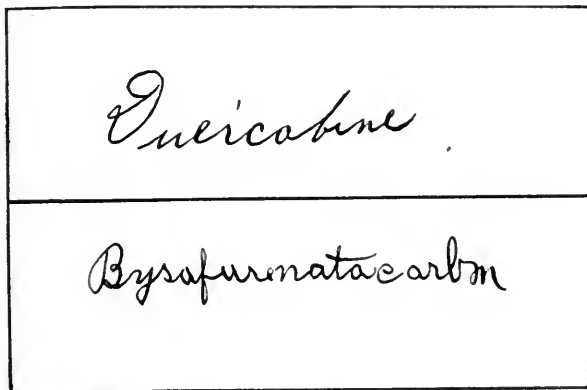
OTTO RAUBENHEIMER.

[NOTE BY THE EDITOR.—The authorities seem to be divided on the subject of physiological normal salt solution. Some chemists give six grammes to the liter as the proper strength, while others maintain that nine grammes is more correct. Since the commercial houses are using nine grammes of salt for every 1000 Cc. of this preparation, the BULLETIN chose to accept the greater figure rather than the less.]

SHE TRIED IT AGAIN!

To the Editor:

I enclose you an order which was recently presented in the drug store of F. M. Hall, of Denver. The first writing shows the order as it was first handed in by a child who remarked that she wanted



ten cents' worth. It was too much for Mr. Hall, and he sent the child home for more definite instructions. She returned with a second order from which bisulphide of carbon was finally deciphered. Are not both orders good specimens of ingenious spelling?

L. C. ROBERTSON.

Denver, Colo.

SUGGESTIONS FOR WINDOW DISPLAYS.

To the Editor:

We have had great success with the following exhibits: We covered the lower half of two windows with white wrapping paper. In the first window we placed a sign "For Men Only;" in the second we had another sign, "For Women Only." In the men's exhibit were included tobaccos, cigars, pipes, and other requisites. In the window for women appeared toilet articles and manicure goods.

We secured excellent results from these exhibits. They created comment and brought us business.

Detroit, Mich.

DETROIT DRUG CO.

ONCE MORE: THE PRICE AND POPULARITY OF DENATURED ALCOHOL.

To the Editor:

I have read the comments in the October and November BULLETIN with reference to the wholesale price of denatured alcohol. Revenue-Agent Gates, quoted in the October number, mentioned one of the causes for the public's lack of interest in this substance—its high price as charged by the druggist. I have had reason to buy denatured

alcohol in barrel packages for use in our paint department, but I have never been able to buy it at anything near the 29-cent figure mentioned by Mr. Gates. I believe, however, that the public's lack of interest in the substance is to be explained on other grounds than the price. So far all we have been able to obtain has been denatured with benzine, and little as there is of this agent present, there is yet enough to cause a considerable amount of soot to collect on any exposed surface when the alcohol is burned. The price not being less than wood alcohol, which does not smoke when burned, causes the public naturally to turn to the latter substance.

Philadelphia, Pa.

F. W. E. STEDEM.

A WINDOW DISPLAY IDEA.

To the Editor:

I note that my "Dollar Idea" appeared on page 470 of last month's BULLETIN. Since sending the contribution to you I have used the scheme for two weeks with a souvenir card display. I am sending



you a photograph which will give you an idea of it. During the two weeks the net profits from the display were \$20.50.

I may say that the Dollar Ideas in each issue of the BULLETIN are very interesting to me. I have several of them in working order in my store.

Toronto, Ontario.

FRED F. WILSON.

ANOTHER METHOD FOR CLEANING GREASY UTENSILS.

To the Editor:

In the November BULLETIN, on page 471, appears an article suggesting several different ways of cleaning ointment slabs and spatulas. Here is an original idea which in my experience offers the best and quickest method for doing such work. Keep a box full of sawdust handy, and when an ointment is

finished clean the slab with sawdust. No washing is necessary. Graduates which have been used for oils can also be cleaned easily in this way.

This suggestion offers by far a cheaper, easier, and quicker means of cleaning ointment slabs or oiled graduates than any I have ever tried.

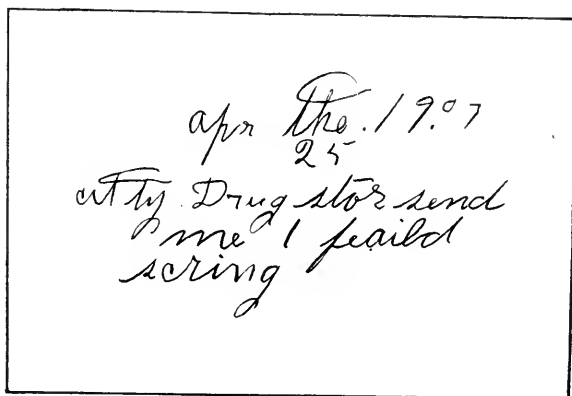
Glasgow, Mo.

T. S. WOLF.

ONE WAY TO ORDER A FOUNTAIN SYRINGE.

To the Editor:

We are sending you an order which will probably prove amusing to your readers. The cus-



tomer was sent a fountain syringe under the assumption that this was what she wanted. We may say that this is a specimen of southern Afro-English.

Gloster, Miss.*

CITY DRUG STORE.

ANOTHER MEANS OF REMOVING THE ODOR OF IODOFORM.

To the Editor:

In your November issue, page 474, Mr. Robertiello says that English mustard made into a paste with water will remove the disagreeable smell of iodoform from hands or mortars.

I agree with him, but if he will take a little tannic acid and make a paste with water he will find that the odor will disappear more quickly.

New York City.

JOHN J. STEPHENSON.

A CLEVER WAY TO MAKE SOAP LINIMENT.

To the Editor:

Here is a practical point which you can offer your readers: In making a soap liniment, use powdered soap and dissolve it by agitation in cold alcohol; when the soap is dissolved (it is unnecessary to wait for complete solution) add the oils, dissolve the camphor, and finally add the water. Instantly the mixture clears up, and, behold, soap

liniment is made quickly, without loss of alcohol, and without the mess incident to dissolving granulated soap in water! I mention this scheme, as I believe it is new.

W. L. MACFADDEN.

Atlanta, Ga.

HE'S IN A BAD FIX!

To the Editor:

I have been indicted by the Jackson County Grand Jury for selling Hostetter's Bitters made after the "revised formula." I would like to know what the BULLETIN readers think of this. Has there ever been a case made against any other druggist for selling Hostetter's Bitters since the formula was revised? If so, how did it turn out?

Bridgeport, Ala.

J. P. FREEMAN.

[NOTE BY THE EDITOR.—We have never heard of a case where arrests have followed the sale of Hostetter's Bitters in its revised form. Our understanding was that the new product had been declared by the revenue authorities at Washington to be exempt from the ruling issued two or three years ago with respect to proprietary articles used as beverages.]

FOR OLD AND YOUNG.

To the Editor:

I feel that I could not invest a dollar in a better way than to subscribe to your worthy BULLETIN OF PHARMACY. I think every pharmacist, old and young, especially the young pharmacist, should have your worthy journal on his desk at all times. I know it is a great help to me.

B. D. BENFER.

Baltimore, Md.

WOULD MISS HIS BREAKFAST!

To the Editor:

I have been a subscriber now for five years to the BULLETIN and would not be without it. Would, in fact, miss breakfast for it, if such were necessary. I wish you all sorts of good things.

Henty, Australia.

GEO. TURVEY.

To the Editors:

I wish to say that I subscribe for a number of drug journals, but consider the BULLETIN the best of all.

JAMES MURATTA.

Webb City, Mo.

* * *

To the Editors:

More good reading in the BULLETIN than any other book of its kind published.

Broadland, Ill.

R. T. HOUGHTEN.

BUSINESS HINTS.

Using Souvenir Postals as Advertisements.—

It has been quite the custom during the last year or two for druggists to take advantage of the postal card craze for advertising purposes. Several of their cards have already been reproduced in the BULLETIN. One, for instance, was shown in this department last month, having been issued by



INTERIOR HUGHES PHARMACY GARFIELD WASH



Stutts' Popular Soda Fountain, Where They All Go



The Place to
Buy Drugs
is at a . . .

DRUG STORE

We keep a
Good Drug Store

G. T. Simmons

Pharmacist and Chemist
KATHRYN, N. DAK

Harold O. Wiles, an Australian pharmacist. We are exhibiting three more this month, and it will be seen that in every case either the inside or the outside of the store is made the object of illustration. These cards were issued respectively by the Hughes Pharmacy, Garfield, Washington; the J. W. Stutts Drug Co., Florence, Ala.; and G. T. Simmons, Kathryn, N. D.

Exploiting a Cough Syrup.—

Carl Winter, Cleveland, Ohio, observes the practice of sending out printed folders each month. These are passed from house to house along with various other advertising matter. Corresponding specimens are also used over the counter. The products covered in this pamphlet are cures for headache, toothache, corns, cough and other simple ailments which lend themselves to this kind of advertising. Below is reproduced one of Mr. Winter's folders. We comment on it by his request:

An ounce of prevention is worth a pound of cure. This is a sixteen-to-one ratio you will do well to follow.

Rainy days are here, also cold nights. Wet feet and sudden chills are plentiful and to be had without the asking. Should you get either or both, it is well to do something right away and thus ward off the

COLD SURE TO FOLLOW.

"Breaking up the formation" is what it's called in football terms. One team decides upon a certain play, but their opponents, alertly observing the movements of a few of the men, guess what is up and promptly rush in and prevent them from even getting into position to execute their play.

A good system, don't you think? To work a similar system on your cold we recommend two things—

WINTER'S COLD TABLETS AND WINTER'S WHITE PINE WITH MENTHOL.

The former prevent congestion and fever. They stimulate the sudorific (sweat) glands and the bowels into throwing off the waste matter which causes both.

The White Pine Syrup is emollient to the throat, allays irritation, and causes just enough expectoration to throw off accumulated phlegm.

Next time you have been exposed to the weather try this particular form of health insurance.

The pamphlet is very commendable. The typography consists of red lettering on a gray paper. The title-page, "An Ounce of Prevention," is simple and suggestive. The back cover merely gives the druggist's address, and the two inside pages bear the foregoing text. Line borders are used throughout.

The only criticism we have to offer on the text is the presence of too much irrelevant matter. Advertising should start in the middle and go straight to the end. The remarks about football formation violate this principle. While the comparison is pertinent it serves little use, and in any event should have come at the beginning of the pamphlet. The folder starts out straight to the point; but the football simile represents a distinct retrogression in the thought. Furthermore, cough syrups are purchased largely by women. We question whether any fond mother desiring to purchase a bottle of cough syrup for her young ones would be familiar enough with football formations to appreciate the comparison.

With this exception, the ideas are carefully thought out and well expressed. To make advertising readable without getting away from the text is not always easy, but in any folder the druggist should endeavor to stick closely to the product under consideration. Plunge directly into the middle of your story and reach the end as quickly as the subject-matter will permit. Don't waste words.

A Heterogeneous Folder.—

A four-page folder has recently reached us from A. B. Burrows, Washington, D. C. It advertises soda water, prescriptions, vanilla extracts, patent medicines, and several other things. Since we are asked to criticize this folder we may say that the writer evidently forgot that it is not what the customer reads but what he remembers of an ad. that determines its value. This variegated sort of pamphlet vio-

lates one of the first rules of advertising, and that is: *Concentrate your fire*. If Mr. Burrows had centered all his effort on one thing, candy or tobacco or prescriptions, he would have accomplished more than by combining all three. Psychology teaches us the law of economy of attention; a reader can't attend to different things at the same time. Heeding this principle the ad. writer should confine himself to a single object. One argument well delivered, handed to the reader right between the eyes, will do more for a store than a complex ad. wherein the attention of the reader is dissipated on a variety of topics. Unity is always of prime importance in ad. writing.

A Couple of Mr. Cooban's Newspaper Ads.—

B. S. Cooban, the well-known Chicago druggist, advertises systematically in the suburban newspaper published in his neighborhood. This month we are reproducing a couple of his liniment ads., somewhat reduced in size:

COOBAN'S READY LINIMENT

HANDY IN MANY CASES.

In the average household, especially where there are children, aches, pains, sprains, etc., are daily or weekly happenings. It is well to have always on hand a remedy that has a history of giving prompt relief.

Cooban's Ready Liniment is so named, for it is always ready for use. It can be used internally or applied externally. Here are some of the ills to which it gives instant and effective relief:

Rheumatism.	Sprains.
Neuralgia.	Bruises.
Inflammation.	Lameness.
Stings of Insects.	Cramps.

ACHES AND PAINS OF ALL KINDS.

Permit us to suggest that the next time you are shopping you get a bottle of this liniment and have it in the house for emergencies. The price is modest—only 25 CENTS.

B.S. COOBAN & CO.

559 W. 63d St., CHICAGO.

COOBAN'S READY LINIMENT

This time-tested and worth-proven remedy is so very valuable about the house and among one's personal belongings that every home should have it on hand.

Emergencies are constantly arising when the need of such a remedy becomes imperative. This is especially true where there are children, for they meet with many little accidents for which Cooban's Ready Liniment is a prompt relief.

Aches and Pains of all kinds are soon quieted by this antidote. It is an effective cure for Lameness, Bruises, Sprains, Stings of Insects, Inflammation, Neuralgia, Rheumatism, etc.

Get a bottle and keep it in your house right along. When put to the test it will soon prove itself a friend.

Price 25c a Bottle

B.S. COOBAN & CO.

559 W. 63d St., CHICAGO.

A Christmas Window.—

P. W. Merfield, of Kew, Australia, sends in to the BULLETIN the window display shown in the accompanying illustration. It was used by him last year during the holiday season. Christmas gifts of various kinds were featured, while the chief decorative effect was ingeniously produced by stalks of wheat and barley of various lengths.

A horseshoe-shaped frame, made by a wire-worker, was first fastened to the floor of the window, and the wheat and

barley were interlaced through the meshes of the wire in such manner as to form the arch shown in the center of the window. The grain used at either side was fastened in two wire hoops, each of these being interlaced in the circle in such a way as to furnish a strong support for the wheat and



the barley. In neither case, of course, did the wire framework show.

Throughout other sections of the window, in order to complete the agricultural appearance of it, were ears of corn and the like, with flowers set here and there for relief. The holiday articles comprised perfumes, toilet articles, soap, manicure requisites, etc., etc. Some of these articles were hung from the window ceiling by means of ribbons. Altogether the display was an exceedingly attractive one.

A Remarkable Catalogue.—

From the Sun Drug Co., of Los Angeles, we have received the largest and most pretentious retailer's catalogue which has so far come to our attention. It contains no fewer than 228 pages and is 7 by 10 inches in size. As a rule, the right-hand page is devoted to the illustration and enumeration of the various articles, while on the opposite page is a display announcement of some article or line of articles familiar to the drug trade. While we have no authority for saying so, it seems quite likely that these advertisements brought in money enough to pay for publishing the catalogue. The articles enumerated comprise drugs and chemicals, patent medicines, drug sundries of all kinds, and surgical instruments and sick-room supplies. The assortment in all lines is complete and varied, and illustrations are used throughout. Most of the cuts were doubtless furnished by the manufacturers whose goods are listed.

A word or two about the Sun Drug Co. may not be amiss. We learn from the preface that the company was founded in 1901 by the consolidation of several existing stores in Los Angeles. Stores in outlying cities were subsequently established or purchased, and there are now eight pharmacies in the group—five in Los Angeles and one each in Pasadena, Riverside, and Redlands. From sales of \$200,000 in 1901, the business has nearly reached the \$1,000,000 point in 1907. The Wolf & Chilson Co. played a prominent part in the formation of the concern, and we now find that F. C. Wolf is the general manager, while H. G. Chilson is the treasurer. Mr. C. Laux is president of the company, Dr. J. H. Trout the vice-president, and F. D. Owen the secretary. The company

is one of the largest and most aggressive in the United States, and by virtue of its mail-order business it hopes to reach out and secure patronage in Utah, Nevada, Arizona, and Southern California—places which for the most part are distant from sources of supply.

Announcing a Store Opening.—

Archie Stevenson, of Alice, North Dakota, recently opened a new drug store in that town. We reproduce below a letter which he sent out to all prospective customers. Mr. Stevenson did the work himself. He wrote the original letter on a typewriter and made subsequent copies on an Edison mimeograph. His letter-head appeared upon the stationery:

DEAR SIR:

I am pleased to inform you that I have opened a drug store in the post-office building at Alice, N. D. I am carrying a general line of drugs, patent medicines, notions, candies and cigars.

I am a registered pharmacist in this State, and am prepared to fill prescriptions carefully and accurately.

My place of business will be open during all business hours, and in cases of emergency I can be easily found, my home being just over the store.

It is my intention to deal fairly with all my customers, and I shall be pleased to have you call on me.

In the meantime, I beg to remain,

Yours very truly,

ARCHIE STEVENSON.

Brush Talks.—

It is surprising how much may be accomplished by devoting a little attention to a line which usually goes unnoticed. The druggist must not only purchase hair, tooth, and nail

of this truth. His toilet brushes get attention. What is more, the customers are impressed with the fact when they see Blamey's card. It is inserted in packages leaving the counter. The dimensions are 3 by 4½ inches.

An Attractive Drug-store Paper.—

Men differ and so do their works. Drug-store papers submitted from a variety of sources display a surprising range of style and contents. A copy of the publication distributed by Sherwood's Drug Store of Cleveland, Ohio, has just been

Do You Need Something for that Cough?

Wild Cherry Bark, White Pine, Spikenard, Balm of Gilead Buds and other roots and barks are ground together. Their medical virtues are then extracted with alcohol, water, and glycerin. In this mixture we dissolve enough pure crystal sugar to make a heavy syrup. The finished product we call

SHERWOOD'S WHITE PINE COUGH BALSAM.

The particular good quality of this combination is that instead of curing a cough by drying it up, it loosens it and eliminates the ailment from the system.

The preparation cures by Nature's way. It is a cough syrup that can be depended upon—one which we'll guarantee to cure your cough or refund your money.

25 cents a Bottle.

BRUSH TALK.

A PERSONAL GUARANTEE.

When you happen to buy a TOILET BRUSH, either Hair, Tooth or Nail, do you ask for a guarantee as to its durability? We give a personal guarantee with every British made Brush we sell, and if it fails to satisfy we exchange it without demur. One quality only and that the best of

John Blamey
CHEMIST
Falmouth

brushes with a sense of discrimination, but he must further impress that fact upon his patrons. When a customer buys a toilet brush of any kind, he likes to feel that his purchase has been an object of concern to the merchant no less than to himself. John Blamey, of Falmouth, England, is aware

received. Mr. Sherwood opens the paper with a paragraph on prescription work, making an excellent bid for the trade. The comment on hot drinks and sundaes is likewise commendable.

A novel feature of the publication is a series of formulas which the laity can in turn bring to the store to be compounded. Evidently the idea is not confined to a few familiar proprietaries. The items which Mr. Sherwood thus exploits are an absorbent face cream without milk and easily made, and an excellent dandruff cure. Special ads. are devoted to stationery and rubber goods. Talcum powder comes in for liberal mention. The announcement of Sherwood's Cough Balsam is a good one, and we reproduce it herewith.

The Value of Mailing Cards.—

W. J. Boulet remarks (*Western Druggist*) that mailing cards present a good method of getting business. "A card of suitable size for mailing—not too large—telling good things about your store, your methods and your prescription department, mailed at intervals of about two weeks for about six months or longer, will bring results which will surprise you, provided you are careful to mail them to desirable people. In my mailing card campaign I took the telephone directory and chose the people who I thought ought to trade with me but did not. As a rule people who have a telephone are desirable people to have for customers, and if you can point out the advantages of drug store shopping by telephone to them, you will succeed in getting them to trade at your store. Always live up to your promises, and remember that to get business a sustained effort is necessary."

STATE BOARD QUESTIONS.

A GEORGIA EXAMINATION.

MATERIA MEDICA.

1. What is the common name of the fermented liquors obtained from (a) rye, (b) wine, (c) molasses, (d) juniper berries.
2. Of all the alkaloids, which is the most soluble? (a) From what is it obtained? (b) give the average dose.
3. Oleum Ricini—Give common name of the plant. (a) From what and how is it obtained? (b) Give its constituents. (c) To what are its purgative properties due?
4. Mention the three official products obtained from the class insecta. (a) State the source of white wax. (b) For what is wax used in pharmacy?
5. How many gums are official? (a) Name them. (b) Give the principal constituent of each.
6. Describe the appearance of cacao butter: (a) Give the U. S. P. title. (b) What is its melting point? (c) From what is it obtained?
7. What is the physical difference between petrolatum molle and petrolatum spissum? (a) Which should be dispensed upon an order for "petrolatum?"
8. Give common names for lactose, (a) frangula, (b) oleum amygdalæ expressum, (c) turpeth mineral.

9. State habitat, part used, active principle, and medical properties of aconite, digitalis, and black haw.
10. Identify five drug specimens.

PHARMACY.

1. Describe the process for making Hoffman's anodyne.
2. What is the best solvent for (a) mercury, (b) ammonium chloride, (c) magnesium sulphate, (d) sulphur.
3. Define (a) sublimation, (b) oleates.
4. (a) How many grains in one gramme? (b) How many Cc. in one fluidounce?
5. Name the excipient and tell how you would fill the following prescription:

℞ Potassii permanganatis.....	gr. xxx.
Auri et sodii chloridi.....	gr. jss.
Misce et fiant pilulæ, No. xl.	
6. Describe process for making iodine ointment U. S. P.
7. Give the English meaning of (1) p. r. n., (2) purg., (3) non. rep., (4) chart. cerat.
8. How can biniodide of mercury be rendered soluble in water?
9. Describe the process for making Lugol's solution.
10. Give the English name for (a) Donovan's solution, (b) blue ointment, (c) tartar emetic, (d) gray powder.

CHEMISTRY AND TOXICOLOGY.

1. How many fluidounces in two pounds (avoirdupois) alcohol of sp. gr. 0.820?
2. (a) Nitrate of silver dissolved in common water usually



OUTING OF THE CALIFORNIA DRUGGISTS.—A few weeks ago, when the "Indian Summer" was shedding its warmth and charm over the Pacific coast, the members of the San Francisco and Bay County Druggists' Association, accompanied by their wives, had one of the most delightful trips which the country affords—that to Mount Tamalpais. The party was in charge of W. B. Cheatham, the Pacific coast organizer of the N. A. R. D., and Carson Angel, one of the California representatives of Parke, Davis & Co. First crossing San Francisco Bay on a ferry, thence past Golden Gate, a special train of four coaches was taken from Sausalito to Mill Valley, where another special train took the party up the "crookedest railroad in the world" to the top of Mount Tamalpais. Below were the most smiling and fertile valleys in the country, while in the distance was to be seen the Bay of San Francisco in all its grandeur. As the train ascended higher and higher the bosom of the great Pacific mounted gradually into view, and altogether the day was one of the pleasantest ever experienced at a pharmaceutical outing.

makes a cloudy solution. Why? (b) What kind of water should be used in making a solution of this salt?

3. (a) What is produced by mixing a solution of citric acid and bicarbonate of potash? (b) What is the name of the gas that escapes when the solutions are mixed?

4. Give chemical name of blue vitriol, white vitriol, green vitriol, and oil of vitriol.

5. Write out common names of H_2SO_4 , HCl , HNO_3 , SO_2 .

6. (a) What are the two official chlorides of mercury? (b) What products are produced when each is added to lime-water?

7. (a) How would you distinguish iodide of potassium from bromide of potassium? (b) Sulphate of morphine from sulphate of quinine?

8. What effect would a mixture of nitric and sulphuric acids have on oil of turpentine?

9. What would you give in absence of a physician in case of an emergency for opium poisoning?

10. What are antidotes for oxalic and carbolic acids?

PRESCRIPTIONS AND DOSES.

1. What are the official names of the following: (a) spirit of mindererus, (b) black draught, (c) Basham's mixture, (d) yellow wash.

2. What is the common name and dose of liquor potassii arsenitis.

3. Give adult dose and number of drops in fluidrachm of (a) chloroform, (b) tincture of belladonna.

4. What is usual adult dose of the following: (a) Croton oil, (b) morphine sulph., (c) strychnine sulph., (d) dilute hydrocyanic acid, (e) Fleming's tincture.

5. (a) What is the most common solvent used? (b) Name two good excipients. (c) What is the best general base for making suppositories?

6. (a) State quantity of cocaine used in one fluidounce 2-per-cent solution. (b) State the quantity of nitrate of silver used in one fluidounce 10-per-cent aqueous solution. What kind of water is used in this solution, and why?

7. What new chemical is formed in the following prescription:

I. Iodide of potash.....dr. j.
Hydrargyri chlor. corr.....gr. j.
Tincture of gentian comp.....oz. j.
Aqua.....q. s. oz. viij.

8. What new chemical is formed and precipitated in the following prescription?

Plumbi acetatgrs. xxx.
Zinci sulphatgrs. xx.
Tinctura opii.....dr. ij.
Aqua.....q. s. oz. viij.

9. How would you fill the following prescription?

Morphine sulph.grs. xxx.
Phenacetingrs. v.
Caffeine citrategrs. vj.
Quinine sulph.....gr. j.

M. et ft. caps no. 8. Sig.: One every 3 or 4 hours.

10. Give rule for proportioning dose for child when adult dose is known.



OUTING OF THE CALIFORNIA DRUGGISTS.—Here we find the California druggists "dining above the clouds" at the tavern on Mount Tamalpais. Among those present were Prof. W. M. Searby, president-elect of the A. Ph. A.; Prof. Frank T. Green, president of the San Francisco and Bay County Association; R. B. Taylor, president of Bowman & Co. of Oakland; R. A. Leete, secretary of the same company; Messrs. Leber and Whildren of the State Board of Pharmacy, and many other prominent and successful men. Professor Green presided as toastmaster, and responses were made by Professor Searby, Hon. Val Schmidt, and Messrs. Cheatham, Bowerman, Leber, and Angel. Later there was a trip around the mountain, followed by a business meeting at the tavern, while a large number of the party stayed well into the evening and enjoyed themselves in dancing and social intercourse. We are indebted to Mr. Carson Angel for the photographs and an account of the outing.

BOTANY AND MATERIA MEDICA.

Monthly review by OLIVER A. FARWELL,
Botanist of Parke, Davis & Co.

Bladderwrack.—

We present herewith a photograph illustrative of one of the methods used to increase the weight of seaweed, or bladderwrack, for the purpose of financial gain. It will be seen



that the small stones to which the seaweed is attached were not removed when the plant was gathered. A commoner method, however, is to market the drug while still damp with sea water.

A New Alkaloid in Valerian Root.—

M. J. Chevalier has been experimenting with fresh valerian root, and the results obtained, according to the *Comptes Rendus*, have shown that the fresh root contains some unknown alkaloid. Besides the alkaloid it contains a glucoside and a resinous body which are physiologically active. The alkaloid and glucoside are volatile and are eliminated during the drying and manufacturing processes. The fresh root is boiled in 80-per-cent alcohol for ten or fifteen minutes, reduced to a pulp, and then extracted with the same alcohol in the presence of calcium carbonate. This extract is evaporated under a vacuum until it obtains the consistency of syrup. This syrupy mass is dissolved in 98-per-cent alcohol and evaporated as before, in the presence of calcium carbonate, resulting in a brownish syrup of a peppery odor. It is then rendered alkaline and extracted with either ether or benzene. When the solvent is distilled off, there remains a syrupy liquid which is mostly soluble in water, and which, after being satur-

ated with dilute hydrochloric acid and evaporated under a vacuum, is crystallized. The amount thus obtained of this unknown alkaloid was 0.015 per cent. It is said to have an energetic action on the bulb and the medulla, but the predominant action is depressive and paralyzing. The depressing action of the alkaloid upon the brain clearly demonstrates the value of preparations made from fresh valerian root in the treatment of hysteria, and especially of epilepsy.

Source of Elemi.—

The Bureau of Government Laboratories for the Philippines has already done much toward bettering our ken of the flora of the Philippine Islands. Many new species have been brought to light and much new information added to our store of knowledge concerning rare or little known plants. Among those of pharmaceutical interest we may mention elemi. The source of this oleoresin has always been in doubt. Mr. E. D. Merrill, the botanist of the Bureau, has worked up the large amount of material gathered in the islands by the staff of the Bureau, and has concluded that the species that produces the elemi exported from Manila is the *Canarium Luzonicum* Gray. There are other species that produce elemi, but the supply of those species is exhausted by the domestic demand, leaving *C. Luzonicum* only to supply the foreign trade.

Leaves of the First Year's Growth of Digitalis.—

The British and United States Pharmacopœias specify the leaves of the second year's growth—i.e., the leaves of the flowering plants—as the portion of *Digitalis purpurea* Lin. from which the official preparations are to be made. The leaves of the first year's growth—i.e., the radicles or root-leaves—have been considered to be more or less inactive. Christison and Phillips have asserted their activity, and now Fass and Dixon (*Merck's Report*) confirm Christison and Phillips' finding. They claim that there is practically no difference in potency between the first and second year's leaves when grown under similar conditions.

Kaloo Nuts Poisonous.—

"Kaloo Nuts," according to Mr. E. M. Holmes, in the *Pharmaceutical Journal*, were sold to children in London, who were poisoned by them and sent to hospital for treatment. Mr. Holmes has identified the nuts as those of *Aleurites Fordii* Hemsly, a recently described species from China. It is one of the spurges, Euphorbiaceæ, which family of plants contains many active purgatives and irritants like some species of *Jatropha*, *Croton*, etc., to which it is closely related. It is the source of the tung or wood oil of China, a substitute for, and said to be superior to, linseed oil.

Active Principle of Yeast.—

Yeast has long been in use as a blood purifier and as a remedy in skin diseases. Its remedial action has been attributed to an enzymatic principle, or its properties of producing fermentation. Roos and Hinsberg (*Merck's Report*), however, have found that its therapeutic activity is not due to enzymes, but to a hitherto unknown fatty acid, which they have named "ceridine." It also has an aperient action on the intestines.

QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

Solution of Peptonate of Iron with Manganese.

M. J. B. wants a practical working formula for solution of peptonate of iron with manganese. In the March BULLETIN appeared a formula by H. A. B. Dunning. It was subsequently revised by the author in a letter contributed to the May issue. We are pleased to print the corrected recipe as follows:

Egg albumen (fresh).....	90.0 Gm.
Hydrochloric acid	10.0 Cc.
Pepsin	0.5 Gm.
Manganese citrate	10.0 Gm.
Sodium citrate	35.0 Gm.
Iron chloride	20.0 Gm.
Soda solution, 10 per cent, q. s.	
Alcohol	100.0 Cc.
Syrup	50.0 Cc.
Oil of orange.....	.15 Cc.
Acetic ether02 Cc.
Vanillin04 Gm.
Water, enough to make.....	1000.00 Cc.

Dissolve the albumen in 1000 Cc. of water and strain; add the hydrochloric acid and also the pepsin, which has previously been dissolved in 30 Cc. of water. Digest this mixture at 40° C. until no cloudiness is produced by adding nitric acid to a small portion contained in a test-tube. The iron chloride, having been dissolved in 1000 Cc. water, is added to the peptone solution, and then the soda solution is added until precipitation is complete (which will make the mixture slightly alkaline). [Note: 120 Cc. of solution of oxychloride of iron may be used in place of the iron chloride if desired.] An excess of alkali should be avoided. The precipitate is then repeatedly washed, by allowing it to settle and siphoning, until free from chlorides or any organic odor. After the final washing the precipitate is allowed to settle, and the water drawn off until the mixture does not measure more than 800 Cc. The whole is

then transferred to a suitable container, when the manganese citrate and sodium citrate, previously dissolved by heat in a little water, are added. This mixture is boiled until solution is effected. Allow to cool and add the oils and vanillin, dissolved in the alcohol; then the syrup and enough water to make the whole measure 1000 Cc., and filter.

Each tablespoonful of the preparation contains one grain of iron and half a grain of manganese with peptone.

Mr. Dunning said also that his recent experience with this preparation had taught him that the oxychloride of iron solution was somewhat more satisfactory than the ferric chloride when used in the formula. To this end 120 Cc. of the solution of ferric oxychloride, representing 3.5 per cent of metallic iron, may be used in place of the 20 grammes of ferric chloride.

The Secretaries of the Boards of Pharmacy of the United States.

F. R. W.—The secretaries of all the boards of pharmacy are as follows:

Alabama—E. P. Galt, Selma.
 Arizona—A. G. Hulet, Phenix.
 Arkansas—J. F. Dowdy, Little Rock.
 California—C. B. Whilden, San Francisco.
 Colorado—W. L. Shockey, Cripple Creek.
 Connecticut—John A. Levery, Bridgeport.
 Delaware—O. C. Draper, Wilmington.
 District of Columbia—S. L. Hilton, Washington.
 Florida—D. W. Ramsaur, Palatka.
 Georgia—C. D. Jordan, Monticello.
 Idaho—L. W. Smith, Boise.
 Illinois—F. C. Dodds, Springfield.
 Indiana—A. F. Sala, Winchester.
 Indian Territory—H. D. Kniseley, Checotah.
 Iowa—C. W. Phillips, Des Moines.
 Kansas—W. E. Sherriff, Ellsworth.
 Kentucky—J. W. Gayle, Frankfort.
 Louisiana—F. C. Godbold, New Orleans.
 Maine—F. H. Wilson, Brunswick.
 Maryland—Ephraim Bacon, Roland Park.
 Massachusetts—I. P. Gammon, Boston.
 Michigan—W. E. Collins, Owosso.
 Minnesota—C. J. Moos, Minneapolis.
 Mississippi—S. L. Caine, Columbus.
 Missouri—Charles Gietner, St. Louis.
 Montana—Alfred Whitworth, Deer Lodge.
 Nebraska—H. L. Harper, Beatrice.
 Nevada—F. J. Steinmetz, Carson City.
 New Hampshire—Frank H. Wingate, Nashua.
 New Jersey—H. A. Jorden, Bridgeton.
 New Mexico—A. J. Fischer, Santa Fe.
 New York—W. L. Bradt, Albany.
 Eastern—Joseph Weinstein, New York.
 Middle—W. L. Bradt, Albany.
 Western—George Reimann, Buffalo.
 North Carolina—F. W. Hancock, Oxford.
 North Dakota—W. S. Parker, Lisbon.
 Ohio—F. H. King, Delphos.
 Oklahoma—F. B. Lillie, Guthrie.
 Oregon—G. C. Blakeley, The Dalles.
 Pennsylvania—Charles T. George, Harrisburg.
 Rhode Island—H. A. Pearce, Providence.
 South Carolina—F. M. Smith, Charleston.
 South Dakota—E. C. Bent, Dell Rapids.
 Tennessee—Ira B. Clark, Nashville.
 Texas—R. H. Walker, Gonzales.
 Utah—W. A. Dayton, Salt Lake.
 Vermont—J. G. Bellrose, Burlington.
 Virginia—T. A. Miller, Richmond.
 Washington—P. Jensen, Tacoma.
 West Virginia—A. Walker, Sutton.
 Wisconsin—H. G. Ruenzel, Milwaukee.
 Wyoming—F. W. Roedel, Cheyenne.

A Hektograph.

L. D. C.—The hektograph, or copying pad, is very useful in copying writing or drawings when only a limited number of copies is required. A practical hektograph may be prepared according to the following directions:

Soak an ounce of Cooper's gelatin over night in enough cold water to cover it well, taking care that all the gelatin is swelled. Prepare a salt-water bath by dissolving 2 ounces of common salt in 1 pint of water. Heat 6 or 7 ounces of pure glycerin over the salt-water bath to a tem-



A MODEL STORE IN DES MOINES.—What is generally conceded to be one of the handsomest and best equipped pharmacies in the United States may now be found in Des Moines, Iowa. We refer to the "Kirkwood Pharmacy," owned by the Engle-Eade Drug Co. It was remodeled and brought up to date only a few months since. Three views of the store are shown on this and the opposite pages of the BULLETIN.



A MODEL STORE IN DES MOINES.—The Engleene-Eade pharmacy was re-furnished by Bangs and has the style and finish characteristic of that fixture artist. The wood is solid mahogany throughout and is decorated with triple gold-plated white metal. An art lantern is suspended from each of the twenty pilasters. Several of the familiar Bangs tables are seen in this view of the pharmacy.

perature of 200° F. Pour off from the gelatin all the water remaining unabsorbed and add the gelatin to the hot glycerin. Continue the heating for an hour, carefully stirring the mixture occasionally, avoiding as much as possible the formation of bubbles or froth. Finally add 20 drops of oil of cloves to prevent decomposition. The mixture is now ready for pouring into the vessel designed to hold it while in use. This vessel may be made especially for the purpose, or a shallow cake tin may be used. After the tin is filled with the composition it must be placed in a level position, in a cool place, free from dust, and allowed to remain for at least five hours.

To prepare the pad for use, it is necessary to pass a wet sponge lightly over the face of the gelatin and allow it to nearly dry before taking the first copy. If this precaution is neglected the face of the pad will be ruined by the first transfer.

The writing or drawing to be copied must be made with hektograph ink, using a new steel pen. After the writing becomes dry it is placed face down on the pad and rubbed gently on the back to insure the perfect contact of every part. After remaining on the pad for about a minute remove the original and proceed to take the copies by placing the paper on the pad and removing it therefrom, always beginning at the corner.

After taking the desired number of copies, or when the impression is exhausted, the pad is to be washed lightly with a sponge wet in cold water. The pad is then allowed to dry before being used again. The washing is unnecessary when the pad is left unused for two or three days, as the ink will be absorbed so as not to interfere with making a new transfer.

The pad unavoidably wastes away in use. If its surface should become uneven or should it be injured in any way, it can be restored by reheating it over the salt-water bath and allowing it to cool as before described.

Failure in making the hektograph results from either of the following causes: Inattention to the instructions; insufficient heating of the composition; the use of too much glycerin, which prevents gelatinization. The obvious remedy for the last difficulty is to use less glycerin or more gelatin.

For a hektograph ink the following is a good formula:

Nigrosine black	1 part.
Water	14 parts.
Glycerin	4 parts.

This will make a black ink suitable for use with the hektograph. In order to make it copy add more glycerin, gum arabic, or sugar.

Solution Peptonate of Iron with Manganese.

J. C. L. writes: "Please give me some information on making solution peptonate of iron with manganese, N. F. I have had trouble in dissolving the manganese citrate. Merck & Co. have informed me that it is soluble in water containing citric acid. I have added 2 parts of citric acid and boiled the citrate in the water, but even then it does not dissolve

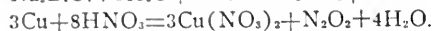
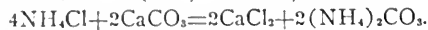
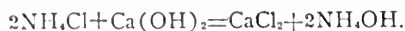
properly. Furthermore, how can the disagreeable smell of the peptone be done away with?"

The question of solubility was covered in the department of "Dollar Ideas" in the November issue. As for the odor of peptone, it is largely masked by using aromatic elixir as specified in the formula. Unfortunately, the N. F. formula for solution of iron peptonate with manganese is not entirely satisfactory. It is said that a dozen different dispensers, following this same formula, may produce a dozen different products. Another formula for the product, that of H. A. B. Dunning, will be found elsewhere in this department in the present issue of the BULLETIN.

Some Questions from a Student.

S. A. M.—Glycerin and honey are valuable agents for extinguishing globules of mercury. They form a thick, adhesive mass in which the metal may be suspended in a finely divided condition. In this state mercury is more readily absorbed.

Answering question number 2, we may say that the equations which you have submitted are balanced as follows:



The rules for constructing equations are set forth with extreme clarity in a book written by Dr. J. H. Beal entitled "Notes on Equation Writing and Chemical and Pharmaceutical Arithmetic." We quote from this work as follows:

"Step 1. To the left of the sign of equality place the factors of the equation, separated from each other by the plus signs, and to the right of the sign of equality the products, also separated by plus signs.

"Step 2. If the equation as written does not show the same number of each kind of atoms on each side of the sign



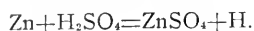
A MODEL STORE IN DES MOINES.—The soda fountain of the Engleene-Eade store, shown in this view, is a handsome one of marble, with German silver trimmings and a 16-foot dispensing counter. The refurnishing of the store involved a cost of over \$10,000, but the increased volume of business and the enhanced convenience of waiting on trade, have justified this large expense. Still another store in Des Moines is owned by the Engleene-Eade Co., and this is known as the "East Side Pharmacy."

of equality, add coefficients or subscripts until the result is obtained, and the equation is balanced.

"Before attempting to balance the equation be sure that the formulas of all the factors and products are correctly written.

"Example.—Let it be required to write an equation showing the reaction of sulphuric acid with zinc:

"1. The form of the equation will be—



"This equation as written is chemically true, since it shows correctly the substances taken and the substances produced; but it is not mathematically true, as it does not represent the true proportions—i.e., does not 'balance'—there being more hydrogen in the factors than is accounted for in the products.

"2. Complying with the second part of the rule, by the addition of the subscript 2 to the H we get the correctly balanced equation—



Hot Egg Drinks.

G. A. D. requests us to publish a few formulas for making hot egg drinks. The following recipes, borrowed from *The Spatula*, will be found of service:

HOT EGG CHOCOLATE.

Into a ten-ounce glass draw an ounce and a half of hot chocolate syrup and a small quantity of sweet cream; into this break an egg and shake the mixture thoroughly; strain it into a clean glass, fill the container with boiling water, and top off with whipped cream. This is perhaps the most popular of all the hot egg drinks.

HOT EGG COFFEE.

Into a ten-ounce glass draw one ounce of good fresh-made coffee extract and an ounce of sweet cream, add sugar enough to sweeten, and add your egg. Shake the mixture thoroughly, strain it into a clean glass, and fill the container with boiling water. If you use finished coffee, to prepare it with an egg draw an ounce of sweet cream into a ten-ounce glass, add your sugar and egg, and shake them thoroughly; then strain the drink into a clean glass and fill the glass with finished coffee.

*Four atoms of hydrogen would be written 4H, or 2H₂.

A Tasteless Cod-liver Oil.

M. J. wants a formula for the tasteless cod-liver oil containing wild cherry, malt, hypophosphites, and the like. In reply let us say that extract of malt ought to be used. Moreover, in preparations of this class cod-liver oil itself is not employed. Either morrhual or gaduol is used. You might try the following formula:

Morrhual	64 grains.
Fluidextract of wild cherry.....	2 fluidounces.
Fluidextract of licorice.....	3 fluidounces.
Glycerin	1 fluidounce.
Simple syrup	1 fluidounce.
Fluidextract of malt.....	6 fluidounces.
Compound syrup of hypophosphites, with iron and manganese.....	3 fluidounces.
Fullers' earth, powder.....	240 grains.
Caramel	sufficient.

Mix the morrhual with the glycerin and triturate with the fullers' earth; add the fluidextract, syrup, and malt; shake the mixture well, let it stand for a day, agitating occasionally; filter, and to filtrate add the syrup of hypophosphites and sufficient caramel to color.

A White Liniment.

W. B. writes: "Will you please suggest in your next issue a method of making an inseparable mixture from the following ingredients?"

Aqua ammonia	1 ounce.
Olive oil	1 ounce.
Turpentine	1 ounce.

"Can I add spirit of camphor or tincture of opium to this liniment?"

The addition of two drachms of oleic acid will suffice to make a non-separable mixture of this formula. Spirit of camphor and tincture of opium may be added if desired.

Iodoform Ointment.

W. H. wants a formula for iodoform ointment. We presume it is intended for the eyes. The base for an eye ointment would be a yellow soft paraffin, free from granular particles and melting at about 35° C. The soft paraffin should first be examined to insure its neutrality, then melted, strained,



E. B. HEIMSTREET'S PHARMACY.—E. B. Heimstreet, of Janesville, Wis., is doing business nowadays in this handsome pharmacy, and the frequent advertising specimens which the BULLETIN receives from Mr. Heimstreet indicate that he is pushing things. The present store was fitted up at a considerable expense only a year or two ago. An exterior view of the building is shown in the cut on the opposite page.

and set aside to cool. Triturate the ingredients until they are perfectly smooth. If you want to make a ten-per-cent ointment, take 43.75 grains of iodoform and add sufficient of the base to make an ounce. A weaker ointment would perhaps be better for eye use. A physician whom we have consulted suggests a two-per-cent ointment.

A Tooth-wash.

J. W. R.—The following preparation ought to serve your purpose. Try it.

White soap5 drachms.
Glycerin5 drachms.
Water2½ ounces.

Mix and add the following solution:

Oil of peppermint12 minims.
Oil of cinnamon5 minims.
Oil of cloves5 minims.
Oil of anise10 minims.
Spirit5 ounces.

In a few days filter the mixture.

A Phosphorus Paste.

M. J.—The following formula has been suggested for a rat poison:

Phosphorus1 ounce.
Beef-dripping2 ounces.
Wheat-flour2 ounces.
Sugar1 ounce.
Powdered biscuit1 ounce.
Watera sufficiency.

Warm a large porcelain mortar, pour six ounces of boiling water into it, and add the phosphorus. When the mixture has melted, add the dripping, previously liquefied in a water-bath, and stir assiduously, adding a little biscuit; then add the powders and water sufficient for a suitable consistency. Color with a little methyl blue dissolved in spirit.

A Mixture of Oleic Acid and Methyl Salicylate.

W. N. D. submits the following query: "How is oleate of methyl salicylate prepared?"

Strictly speaking, there is no such chemical. Oleic acid and methyl salicylate are miscible in any proportion. But there is no definite chemical compound of these two ingredients. They can be mixed in any desired proportions.

Picric Acid for Burns.

W. H. C. writes: "Will you please enlighten me in regard to the strength of picric acid solutions for use on burns and similar wounds?" Picric acid should be used for this purpose according to the following directions: Soak lint in a solution containing 1½ drachms of the acid, 2 ounces of alcohol, and 2 pints of water. Then apply the lint to the injured surface.

A Scalp Powder.

G. F. C. desires to know the formula of a compound which is said to give relief for itching scalp:

Zinc palmitate50 parts.
Zinc stearate42 parts.
Magnesium hydrate7.25 per cent.
Oil of bergamot0.75 per cent.

A Stock Dip.

G. A.—The official compound solution of cresol will serve as a stock dip. Note the modification of the process suggested on page 208 of the BULLETIN for May of this year.

A Children's Laxative and Alternative.

S. Z. L.—The following formula will doubtless serve your purpose:

Senna2 ounces av.
Pumpkin seed6 drachms.
Rochelle salts4 drachms.
Wormseed, Levant3 drachms.
Sodium bicarbonate2 drachms.
Anise seed1 drachm.
Oil of gaultheria¼ drachm.
Oil of peppermint¼ drachm.
Sugar8 ounces av.
Water, a quantity sufficient to make, 16 fluidounces.

Exhaust the vegetable drugs by boiling them with water, evaporate the filtrate to the proper volume, and in this dissolve the sugar and other ingredients.

Short Answers.

J. B. H.—Replying further to your query of last month, let us now say that Sartoin is one of the numerous "special recipe" products which are now advertised in the form of prescriptions in the daily papers. It is directed by the advertisers to be combined with cologne spirits and rose water, and is used as a "skin food."

H. E. B.—Replying again to a querist of last month, let us say that "Solomon's Tropfen" is a German synonym for Oleum Terebinthinæ Sulfuratum of Hager, the oldest patent medicine. The English name is Haarlem Oil.

G. D. P.—Apropos of a query last month, some of our readers have called our attention to the fact that "Prima Purificans" is a proprietary remedy, an alternative, made by the Inland Chemical Company, Indianapolis, Indiana.

W. L. W.—A formula for a non-greasy cold cream appeared on page 392 of the September BULLETIN in the department of "Druggists' Specialties."



E. B. HEIMSTREET'S PHARMACY.—That Mr. Heimstreet does business in pleasant surroundings is evident from the character of this building. Incidentally it may be pointed out that Mr. Heimstreet has for 20 years been a prominent figure in the pharmaceutical circles of Wisconsin. He was secretary of the Board of Pharmacy for a considerable period of years, and secretary of the State Association for nearly two decades. He has been in the drug business for 38 years altogether.

BOOKS.

THE PHYSIOLOGY OF ALIMENTATION.

Dr. Martin H. Fischer, Professor of Pathology in the Oakland College of Medicine, is an authority on the process of nutrition. His recent work on this subject will provoke considerable interest in scientific circles. The phrase, "physiology of alimentation," seems hardly adequate to indicate the scope of the book. As a matter of fact it sets forth not only the functions of the various digestive ferments but enters closely into the chemistry of digestion. A book on the subject might easily be descriptive rather than explanatory. But Dr. Fischer avoids a superficial, narrative treatise of the subject and enters deeply into the philosophy underlying the phenomena of alimentation. The science of physical chemistry, which offers the most ultimate explanation for the processes of assimilation, pervades the entire work, particularly the chapter on absorption.

We are not surprised to learn that Dr. Fischer is also responsible for the English translation of Dr. Wolfgang Pauli's "Physical Chemistry in the Service of Medicine." Dr. Fischer's book on the "Physiology of Alimentation" is itself testimony to just this service. The chapter on the action of the enzymes gives evidence of the author's perfect familiarity with the field of physiological chemistry. The book is published by John Wiley & Sons, of New York, and the price is \$2.00, net.

THE JAPANESE PHARMACOPOEIA.

The third revised edition of "The Pharmacopœia of Japan," rendered official on January 1, 1907, has reached us in the English translation. It is a book of 424 pages and is certainly entitled to rank with the leading pharmacopœias of the world. It furnishes another evidence, if evidence be needed, that the Japanese nation is rapidly taking a leading part in the world's progress. In general outline the book is not markedly different from our own Pharmacopœia. The arrangement is practically the same, and the substances themselves are in many instances identical or at least very similar. Following a quite general practice, the Japanese have doubtless absorbed the merits of the pharmacopœias of the United States, Great Britain, France, Germany, and other countries, and have suited these to their own requirements in that original and clever manner for which they are now famous. A nation, like an individual, that is not too "wise" to learn from others, has a brilliant future in store.

CHEMICAL REAGENTS.

It is gratifying to observe that Dr. Krauch's treatise on chemical reagents has been translated from the German into English. This book aims to give the acceptable standards for the chemicals employed in analytical work. The term "C. P." is misleading because it does not state the exact degree of purity or the limit of impurities. In Krauch's "Chemical Reagents" the standard not only defines the degree of purity of the chemicals, but gives requirements possible of

attainment in practical manufacturing. This up-to-date revision of "Chemical Reagents" has been published by E. Merck. Henry Schenck, A.B., is the translator. As the name indicates, the book gives tests for the identity and purity of the various reagents used in the chemical laboratory. "Chemical Reagents" may be secured from D. Van Nostrand Company, Publishers, New York. It costs \$1.50 net and contains 250 pages.

E. MERCK'S ANNUAL REPORT.

A new English edition of this book has recently come to our notice. No changes in scope or form have been made, but, as heretofore, the Report aims to present reliable, compact information on the advancement of therapeutics and pharmaceutical chemistry. It describes the structure and therapeutic properties of the more recent medicinal chemicals. The new indications for many familiar products are also given. Any druggist who wishes to keep abreast of the synthetic chemicals which are being introduced to the medical profession will derive much information from this book. It is published in Darmstadt, but may be procured of the American house of Merck at University Place in New York City.

A BOOK ON TESTING.

Dr. John Dabney Palmer has recently published a valuable little book on practical testing. It enables the physician or pharmacist to examine any substance presented for investigation, whether it be butter, honey, olive oil, or resorcin. The tests have been garnered from every available source, chemical and pharmaceutical. While this work has been compiled from other books, it presents the gist of the important literature now extant on the means of determining the identity and purity of substances. The public analyst will find Palmer's Test Book of Chemistry of real service. It is published by John Wiley & Sons, New York. The retail price is \$1.00 net, and the book contains 190 pages.

A BOOK ON PRESCRIPTION WRITING.

"A Manual of Prescription Writing" has recently been prepared by Dr. Matthew D. Mann. It contains a full explanation of the methods of correctly writing prescriptions, a table of doses in both the apothecaries' and metric systems, and rules for avoiding incompatibilities and for combining medicines. It will be of interest to state that the author is a prominent Buffalo surgeon who operated on the lamented President McKinley after his assassination at the hands of Czolgosz. The manual is a small book and is published by G. P. Putnam's Sons, of New York and London.

WILCOX'S MATERIA MEDICA AND PHARMACY.

The seventh edition of Dr. Reynold Webb Wilcox's "Materia Medica and Pharmacy" has recently reached us from the publishers. Inasmuch as previous editions of this book have frequently been reviewed in the BULLETIN, it is unnecessary to go into details at this time. The work is published by P. Blakiston's Son & Co., 1012 Walnut St., Philadelphia. The price is \$2.50, net.

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THE MONTH'S HISTORY.

ATTACKS ON PHYSICIANS AND PHARMACISTS.

The last few weeks have witnessed attacks upon the medical and pharmaceutical professions which have been exceedingly unfortunate. Edward Bok, who is well known as the irrepressible editor of the *Ladies' Home Journal*, and who has taken a contract to make the world over after a pattern of his own, made some serious charges against the medical profession at a meeting of the Philadelphia branch of the A. Ph. A., while Dr. J. N. McCormack, traveling organizer and lecturer for the American Medical Association, has in a number of recent addresses gone out of his way to say unkind things about the pharmaceutical profession. It will be recalled that Mr. Bok initiated the magazine crusade against patent medicines three or four years ago in the columns of his paper, and

that although he said many things which needed to be said, he said others which were either untrue or unjust. Among other things he published a false formula for one of the Pierce products, and before he got through with it this little error cost him \$20,000. At the recent Philadelphia meeting to which we have referred, Mr. Bok declared that many physicians prescribed "nostrums" with great freedom; that from 41 to 47 per cent of physicians' prescriptions called for patent medicines; that even the most reputable doctors were authors of such prescriptions; that unless they mended their ways they would lose the confidence and respect of the American people; and that he, Mr. Edward Bok, meant to investigate the subject thoroughly and publish the truth as he found it.

* * *

MR. BOK AND THE DOCTORS.

Of course these wild and unwarranted charges of Mr. Bok were immediately taken up by the physicians of Philadelphia. For several days thereafter the newspapers were filled with interviews and statements from the leading practitioners of the city. Dr. Solomon Solis-Cohen, who is one of the ablest and most ethical physicians in America, hit the nail squarely on the head when he pointed out in a newspaper interview that Mr. Bok had entirely failed to discriminate between secret "nostrums" and open-formula preparations of a semi-proprietary nature. Scientific physicians, declared Dr. Cohen, will not use the one class of products, but against the other class no indictment could be found providing the remedies were effective, honest, and not advertised to the public. To a mind like Mr. Bok's, untrained in pharmacy and medicine, all pharmaceuticals look alike; and he has evidently not taken the trouble to discover that the Council of Chemistry and Pharmacy of the A. M. A., endeavoring to solve this whole problem, has made the question turn largely upon the very point mentioned by Dr. Cohen. To make wholesale charges against an honorable profession, and to base such charges upon ignorance and sensation, is to merit pretty severe censure.

**DR. McCORMACK'S
RECENT CHARGES.**

As for the attacks made by Dr. McCormack upon the drug trade, he is quoted as having declared in an address delivered at Nashville before the Woman's Christian Temperance Union that "the average drug store in the United States is little more than a saloon for the sale of disguised alcohol and dope, under the pretense of patent medicines." And he continued: "If you go into most of the stores you will find a third to half of the stock made up of Hostetter's Bitters, Peruna, Green's Nervura, Paine's Celery Compound, Swamp Root Bitters, Vinol, Wine of Cardui, and a thousand other things, the most of which are cheap cocktails only." What an exaggerated, what an absurd, what an unjust and meretricious statement! It is scarcely worth while using up space and gray matter in an effort to controvert such charges. Dr. McCormack is evidently like the man who said "he was open to conviction, but he would like to see the man who could convince him." It is evident that he doesn't want to be convinced, but it can only be regarded as exceedingly unfortunate that at a time when the A. M. A. and the A. Ph. A. are trying to get together, and when the physicians and the pharmacists of the country are striving to harmonize their relations, seeds of discord and animosity should be sown broadcast.

* * *

**UNJUST
AND UNFAIR.**

Charges of this same general nature were preferred by Dr. McCormack at the New York meeting of the American Pharmaceutical Association last September. Readers of the BULLETIN will remember that we published his address at the time and that we followed it with an abstract of the discussion which it had provoked. The debate was really the central feature of the New York convention, and after it had passed into history, and the white dove of peace had perched herself aloft, it was thought by pharmacists that Dr. McCormack had been made to understand that he was in error in ascribing certain evils so generally to the drug trade. He and others like him ought to realize that the druggist is not responsible for the manufacture of patent medicines; that the people want them and will continue to buy them; that we are confronted with a fact and not a theory; and that the most the drug trade can do is to assist in all wise measures of patent-medicine reform having for their purpose the elimination of improper and the retention of proper remedies. This point was

made with great conviction by Dr. W. C. Anderson at the New York meeting, and it won the immediate assent of the audience.

* * *

**PATENT-MEDICINE
REFORM.**

As for the subject of liquor-containing proprietaries, which seem to be the particular bane of Dr. McCormack, it is to the government and to legislation that we must look for relief, and surely Dr. McCormack must know that the situation is in a fair way to be properly corrected ere long. In recent issues of the BULLETIN we have pointed out that the revenue authorities in Washington, following up the crusade initiated two or three years ago, have been examining the proprietary medicines of the market with a view to restricting the sale of those which lend themselves to employment as beverages. The anti-narcotic reform, which was begun and which is being conducted almost solely by druggists themselves, is similarly restricting the sale of proprietaries containing such dangerous narcotics as cocaine, morphine, opium, and the like. The Federal food and drugs act, supplemented by the laws of the various States, has also added its contribution to the correction of evils in the patent-medicine industry. These are the means through which we are to work an improvement in the situation, and we have never heard that the drug trade is opposed to them. Under the circumstances it is absurdly untrue and unjust to perpetuate the McCormack charges.

* * *

**PATENT MEDICINES
AS LIQUORS.**

This brings us to the last ruling of the Revenue Commissioner regarding patent medicines which are capable of use as beverages. We stated two or three months ago that the Commissioner had found something like 150 products which deserved a place in this category. Since then the manufacturers have availed themselves of the opportunity presented them to modify their formulas, just as happened several years ago when the first list was published, and we consequently find now that the Commissioner's complete list of tabooed proprietaries numbers only 54:

Angostura, Aromatic Tincture Bitters, Aromatic Stomach Bitters, Atwood's La Grippe Specific, Augauer Bitters, Augauer Kidney-Aid, Belvedere Stomach Bitters, Bonekamp Stomach Bitters, Bonekamp Bitters, Brown's Aromatic Cordial Bitters, Brown's Vin Nerva Tonic, Botanic Bitters, Cinchona Bitters, Clifford's Cherry Cure, Cooper's Nerve Tonic, Cuban Gingeric, Dandelion Bitters, De Witt's Stomach Bitters,

Dick's Nutritive Elixir, Dr. Dade's Blackberry Cordial, Dr. Bouvier's Buchu Gin, Dr. Bouvier's Meat and Malt, Dr. Gray's Tonic Bitters, Dr. Hortenbach's Stomach Bitters, Dr. Worme's Gesundheit Bitters, Dr. Rattinger's Bitters, Duffy's Malt Whisky, Ducro's Alimentary Elixir, Gilbert's Rejuvenating Iron and Herb Juice, Ginger Tonic, Ginseng Cordial, Green's Chile Tonic, Harrison's Quinine Tonic, Jerome's Dandelion Stomach Bitters, Jones' Stomach Bitters, Juni-Kola, K. K. K., Katarno, Kudros, Lemon Ginger, Laxa Bark Tonic, Magen Bitters, Meta Multa, Obermueller's Bitters, Old Dr. Scroggin's Bitters, Panama Bitters, Rockandy Cough Cure, Royal Pepsin Tonic, Scheetz Bitter Cordial, Smith's Bitters, U-Go, Uncle Josh's Dyspepsia Cure, Warner's Stomach Bitters, Westphalia Stomach Bitters, William's Kidney Relief.

* * *

HOW THE DRUG-GIST IS AFFECTED.

The patent medicines represented in the foregoing list may not be sold after January 1, 1908, except by druggists or other merchants who are in possession of government liquor licenses. Such licenses cannot be legally taken out at all in prohibition States, and in these sections of the country, therefore, the products are unsalable under any conditions. In other States druggists are free to handle them if they desire, providing they have paid the government tax of a retail liquor dealer. A few years ago, however, when the Revenue Commissioner first issued a list of 11 liquor-containing proprietaries, five or six of the State governments followed in the wake of the national authorities and insisted that the tabooed products could not be sold except by druggists who had taken out State licenses as retail liquor dealers. Under such conditions a druggist's liquor license did not fill the bill. If history repeats itself, and if the States act similarly at the present juncture, these tabooed proprietaries will be driven into the saloons, since few druggists care to take out saloon or liquor-dealers' licenses.

* * *

WHO SHOULD ENFORCE DRUG LAWS?

The annual legislative season has arrived, and we are hearing a good deal these days about food and drug enactments. The druggists of New York State, realizing that a law must be passed in their bailiwick, have recently been holding joint conferences for the purpose of making suitable modifications of and adaptations from the Federal act. They are determined, among other things, to have the enforcement of the law, at least those portions of it referring to the drug trade, vested in the hands of the Board of Pharmacy, although there seems to be some reform league or other in New York State which is just as determined to have every measure affecting phar-

macy put under the jurisdiction of the State Board of Health. This aspect of the question was vigorously discussed at a recent dinner of the alumni of the New York College of Pharmacy. On that occasion Dr. William Muir, replying to the speech of a member of the reform league, declared with characteristic bluntness that he believed in "pharmacy for pharmacists." The druggists of New York State had always shown a disposition to enforce pharmacy laws with both justice and thoroughness, he asserted, and there was no reason for taking the power out of their hands and giving it to men who had no knowledge of the conditions in the drug trade.

* * *

THE LOUISIANA SITUATION.

The druggists of Louisiana are in the midst of a situation which eloquently testifies to the wisdom of Dr. Muir's attitude. The food and drug law enacted in that State last winter was placed for enforcement in the hands of the State Board of Health, and this board was also authorized to prescribe rules and regulations governing the manufacture and sale of foods, liquors, and drugs. The regulations which have now been published are exceedingly onerous. Druggists find, for instance, that prescriptions and N. F. and U. S. P. products are not exempted from the labeling clause of the act, and that they must consequently put the percentage of alcohol, cocaine, morphine, opium, *et al.*, on every prescription and on every ounce of an official galenic dispensed over the counter—that is, they must do this if the law is to be properly observed. If the act had been placed in the hands of the Board of Pharmacy for enforcement no such impossible rule would have been perpetrated—all of which gives point and substance to the position taken by Attorney Errant of the N. A. R. D. and referred to in the "Personal" department of the BULLETIN this month. In food and drug bills which may be introduced in the various State legislatures this year the druggists of the country ought to see to it that their interests are properly conserved.

* * *

AMENDMENT OF THE FOOD AND DRUGS ACT.

Incidentally this leads up to the question of amending and revising the Federal act itself. That pressure will be brought to bear on Congress from many quarters to modify the law seems pretty certain. About the only fault the drug trade has to find with the act is that prescriptions and N. F. and U. S. P. products are not exempted from the language of the labeling clause; whether the trade will put forth any

effort to have a suitable amendment made, however, we are not informed. Other interests are not so modest. The fellows who want to use preservatives; the flavoring extract manufacturers who dislike the rulings regarding coloring agents, labels, and the like; the whisky manufacturers and several other classes are clamoring for amendments and will probably be heard from in the lobbies of Congress during the next few months. In the meantime Dr. H. W. Wiley, who might be called Interpreter-in-chief of the Federal law, is here and there made the object of pretty severe criticism. This chemical society and that, this society and the other, alternate in passing resolutions condemning the attitude and the rulings of Dr. Wiley, but he continues to go on his way rejoicing and loses none of the *embonpoint* which is characteristic of his rotund figure.

* * *

SULPHUROUS ACID AS A PRESERVATIVE.

As an answer to the food manufacturers who still want to continue the use of sulphur and sulphurous acid as preservatives, Dr. Wiley has recently issued a circular reporting upon a series of physiological experiments made upon a "poison squad" of twelve young men who for several weeks were fed upon food preserved by these agents. The Doctor concludes that "the verdict which must be pronounced in this case is decidedly unfavorable to the use of the preservatives in any quantity or for any period of time, and shows the desirability of avoiding the addition in any form of sulphurous acid to products intended for human food." He asserts that these sulphur preservatives set up gastric disturbances, caused a loss of body weight, brought on attacks of dizziness and palpitation of the heart, and wrought other similar results of a harmful nature.

* * *

THE PHARMACIST'S RESPONSIBILITY.

While discussing the general subject of food and drug legislation we may hazard the opinion that we are entering upon an era in which the druggist, like every other man in the community who touches the public health at any point, will be held to a stricter accountability than has been the case in the past. A few weeks ago, for instance, the State Board of Health of Indiana, operating under the rules of the State Food and Drug Commission, completed an investigation of the drug stores of the State. The showing was one of which the druggists of the State may well be proud. In other States the boards of pharmacy themselves have recently been

active in the prosecution of offenders. The Pennsylvania Board has brought suit against 32 druggists either for conducting stores without registered help, using false certificates of registration, or failing to keep their certificates displayed in accordance with the terms of the law. In Cairo, Illinois, six druggists have been fined \$20 and costs for giving too much liberty to their unregistered apprentices. In Detroit six druggists have been prosecuted for the illegal sale of cocaine. In Philadelphia a number of similar arrests for violations of the anti-narcotic law are expected, while in Fort Collins, Colorado, and in several other places, druggists have been charged with the illegal sale of liquor.

* * *

LIQUOR IN THE DRUG STORE.

The sale of liquor by the druggist, indeed, causes so much trouble that many people believe the problem will be solved only when the sale is restricted to physicians' prescriptions. At a recent joint conference on legislative matters in New York City, George H. Hitchcock, a pharmacist well known throughout the city and State, declared that pharmacy was being brought into disrepute in some quarters by the promiscuous sale of liquors in drug stores. He expressed the opinion that it was high time for the drug trade to decide whether it would deal in drugs or in liquors, and he asserted his intention of bringing forth a bill which would entirely prohibit drugs and liquors from being sold on the same premises. This was a radical suggestion, but it may possibly have been justified by the conditions. The plan was subsequently modified, however, so that sales of liquor were allowed on physicians' prescriptions. This may be a good time for the BULLETIN to repeat what it has often said before, that if the drug trade does not correct its own liquor abuses the task will be undertaken in a very unsatisfactory and unjust manner by others.

* * *

THE PARCELS POST MATTER.

The various projects in which the N. A. R. D. is vitally interested are being pushed with vigor and intelligence. Efforts just now are largely concentrated on the defeat of the parcels post bill which has been introduced in Congress at the behest of Postmaster-General Meyer. Refusing to have its criticism "disarmed" by Mr. Meyer's scheme to give special rates and advantages to country merchants, the N. A. R. D. is determined to marshal its forces throughout the country against the bill and to bring

every last ounce of strength to bear upon congressmen and senators alike. We observe, too, that the associations of retail merchants of all classes are similarly lining themselves up against the proposition. One effect of the parcels post would be greatly to increase the annual postal deficit, and the most is being made of this argument by the retail interests opposing the bill. It wouldn't be surprising, indeed, if on this ground alone it would be rather easy to defeat the measure before this Congress for the reason that in the present period of financial stringency the revenues of the government are going to be somewhat curtailed on the one hand, while on the other the demand for congressional appropriations is sure to be greater than ever.

* * *

POSTAL SUBSTATIONS.

The governmental situation described in the last sentence of the foregoing paragraph may unfortunately cause the temporary defeat of a postal project in which the N. A. R. D. is very much interested.

We refer to the reduced salaries of the superintendents of postoffice substations, and to the desire of the N. A. R. D. to have these salaries properly increased. As a sort of auxiliary to the N. A. R. D. a "National Association of Superintendents of Postoffice Contract Stations" has been organized in New York City with Jacob Diner, the well-known pharmacist, as the secretary of the organization. In a circular lying before us as we write Mr. Diner tells how he and several other druggists, appearing before a committee of the last Congress, succeeded in heading off the movement to reduce still further the appropriation made for contract stations. He thinks that with a concerted action this year it will be possible to bring about a minimum salary of \$300 and a proportionate increase of reimbursement according to the volume of business done. Every druggist who has a substation is urged to join the association and help along the cause by the payment of annual dues amounting to \$3.00. Mr. Diner may be addressed at 320 St. Nicholas Avenue, New York City.

* * *

N. F. AND U. S. P. WORK.

In speaking of these direct and indirect activities of the N. A. R. D. mention should of course be made of the N. F. and U. S. P. propaganda. In New York City plans are under way for a great joint meeting of doctors and druggists, and if the hopes of the promoters are realized the attendance will be very large. In Chicago \$500 has been appropriated

by the local association for N. F. and U. S. P. work, and preparations are being made in both Chicago and Baltimore for "dollar dinners" to be attended by physicians and pharmacists. In Philadelphia, Cleveland, and Minneapolis the local branches of both the N. A. R. D. and the A. Ph. A. have recently discussed the subject. The Chicago branch of the A. Ph. A., believing that the movement ought to be based on a solid foundation, and realizing that some of the N. F. and U. S. P. products are not what they ought to be, has begun a systematic revision and improvement of the formulas—which in a sense proves the unwisdom of the N. A. R. D. in declaring in one of its Chicago resolutions that "the editors of the various pharmaceutical journals be requested to refrain from publishing criticisms and reflections upon the U. S. P. and N. F. preparations." It is only by the discussion and the frank recognition of error that this old world of ours can be improved.

* * *

THE W. O. N. A. R. D. ACTIVE.

In the meantime the Women's Organization of the National Association of Retail Druggists is active throughout the country. The members of the Brooklyn chapter have recently volunteered to canvass druggists for the purpose of securing funds to carry on the N. F. and U. S. P. campaign, and that they will get the money goes without saying. What crusty druggist could refuse to give liberally under such circumstances? In Philadelphia the local branch of the W. O. N. A. R. D. is endeavoring to raise money to assist the Philadelphia College in its effort to defray the cost of the food and drug laboratory which is to become an adjunct of the college. Last month, too, the Philadelphia chapter gave a large reception in honor of Thomas Potts, president of the N. A. R. D., and about 250 persons were present. The chapters of the W. O. N. A. R. D. in Boston, Chicago, and Washington have likewise been busy in one way and another and have continued to hold interesting monthly meetings.

* * *

A SURPRISING BENEFACTION!

It has often been deplored by the friends of pharmaceutical education in this country that it is not provided with those benefactions and endowments which are of such great assistance to educational institutions in other lines. Pharmaceutical endowments in the United States can be counted on the fingers of a single hand. The most striking instance has recently developed in Massachusetts. Mrs.

Warren B. Potter, wife of the man who made his money in manufacturing the Cuticura remedies, died two or three years ago and bequeathed \$50,000 to the Massachusetts College of Pharmacy in Boston. Bequests were also left for numerous schools, societies and missions, and it was provided in the will that the residue of the estate, if any, should be divided among this list of institutions. The residue has now been found to be so large that every one of the institutions will receive nearly four times the amount of the original benefaction. Thus the Massachusetts College of Pharmacy gets a total of \$175,000! Hallelujah! We hope the college will be free to do what it likes with the money and that it will be in position to strengthen its equipment and teaching corps in such manner as can be done only when a school is not compelled to be self-supporting.

* * *

The Attorney-General of the United States has recently given his opinion at considerable length of the guaranty provided for under the Federal food and drugs act. Stated tersely, he holds, what we all knew before, that the retailer can look for protection only from the jobber of whom he purchased the goods and who has filed his guaranty at Washington, and that the jobber in turn is protected by the guaranty of the manufacturer.

* * *

The boards of pharmacy in Maine, New Hampshire, and Vermont were recently guests of the Massachusetts Board in Boston. A permanent organization was effected and a method was agreed upon for the exchange of certificates. The meeting was planned by F. A. Hubbard, who is secretary of the Massachusetts Board, and who is also the president of the National Association of Boards of Pharmacy.

* * *

The William S. Merrell Chemical Co., which, as we reported last month, had been forced into a receivership, has laid off its traveling men and curtailed its operations all along the line, but it is happily reported that the assets greatly exceed the liabilities and that normal conditions will be restored ere long.

* * *

In New York City druggists are prohibited from selling benzine and other petroleum products of an inflammable nature except in four-ounce original packages, but the pharmacists of the city are now endeavoring to secure more liberal regulations.

The new State of Oklahoma is a prohibition State. Druggists will be permitted to sell liquor only when it has been purchased from the State dispensaries, and they will also be required to swear that they desire its sale for use in the compounding of prescriptions. A prescription may be filled but once, and the physician prescribing liquor unnecessarily will be subjected to a fine.

* * *

A sensational story has gained currency in New York that the pharmacists of a certain section in the upper portion of the State, desiring the repeal of the prerequisite law, have secured the election of one of their number to the legislature for the purpose of accomplishing their purpose. We may feel assured that the plan will receive vigorous opposition.

* * *

Following in the wake of Greater New York, Cincinnati, St. Paul, Chicago, and two or three other cities, Newark proposes to enact an ordinance restricting the sale of carbolic acid in solutions greater than 5 or 10 per cent in strength, and it is expected also that the New Jersey legislature will pass a similar law during the present winter.

* * *

Mr. C. Lewis Diehl, retiring from the Board of Pharmacy after a membership aggregating more than twenty years, was recently presented by his associates with a handsome silver loving cup, appropriately inscribed in commemoration of his long and useful period of service.

* * *

At the last examination given by the Board of Pharmacy of West Virginia the highest average was attained by a negro—B. P. Brownley. Mr. Brownley is in charge of the Gem Pharmacy in Charleston, and the average gained in the examination was 93½ per cent.

* * *

Mahlon N. Kline, who is a well-known member of the Smith, Kline & French Co. of Philadelphia, and who is also the president of the Philadelphia Trades League, has recently been elected a member of the Advisory Committee of the newly organized National Council of Commerce.

* * *

August F. Drescher, a well-known druggist in Newark, and a man of many parts, died last month at his home.

EDITORIAL.

THE BULLETIN FOR 1908.

We confidently expect the BULLETIN for the coming year to reach the high-water mark of value and interest. It will retain all the novel characteristics which have made it different from the other drug journals, and which caused one of our admiring contemporaries the other day to term it "the Magazine of the Drug Trade," and in addition it will have new features and articles of unusual value and timeliness.

For several years now Mr. Mason has made it a practice every season to visit some leading city,

ILLUSTRATED ARTICLES.

make a study of the local conditions, and collect material for a series of illustrated articles. Thus

far Chicago, Buffalo, New York, and Philadelphia have been treated in this manner, and the subject for 1908 will be Boston. Beginning with the March number, and continuing pretty much throughout the year, illustrated articles will be contributed by Mr. Mason on the men, the stores, the places, and the conditions of chief interest in the great "Hub City" of the nation. Similarly the BULLETIN series of illustrated biographies of leaders in pharmaceutical thought and practice will be continued. Dr. Albert Schneider contributes to the present number an article on Prof. W. M. Searby, this year's president of the American Pharmaceutical Association. In the February number we shall have a sketch of Dr. Otto A. Wall from the pen of his long-time friend and associate, Dr. H. M. Whelpley. In March we shall devote an article to President Potts of the N. A. R. D. Other men will be similarly studied, while in the "Personal" department, a new feature of the journal developed during 1907, portraits and briefer mentions will be presented of those men and women who are in the pharmaceutical eye from month to month.

Arrangements have also been made to have several specimens of pharmaceutical fiction and drug-store fables, while even poetry and cartoons will appear from time to time. Scattered pictures will be presented of pharmacies in far-away countries like India and Japan, and American drug stores will likewise be made subject to frequent illustration. In these and in other ways the BULLETIN's reputation

for human interest and pictorial attractiveness will be advanced and strengthened.

Turning to more utilitarian features, we may say that the "Dollar Idea" department, which made such a decided hit during 1907, will be

NEW FEATURES. even more of a success in 1908, while a new prize department,

somewhat different in plan and more unique in character, is also being worked out and will be announced in the March number. Another new feature, which will be continued if deemed by our readers sufficiently valuable, is initiated in this number—answers to a series of board of pharmacy questions. Board questions themselves were given in almost every issue during 1907, and it occurred to us that students and proprietors alike might find answers to them of considerable interest. Still another new feature will be a special department which we hope to have conducted by Prof. W. L. Scoville, who is so well known in pharmacy as to need no introduction, and whose "Art of Compounding" is used in many of the pharmacies of the country.

But perhaps the contributions which have after all been most appreciated by the readers of the journal in the past have been the individual articles on practical subjects by practical men—perhaps

A PRACTICAL DIET.

these have had more to do with our success than anything else. Let us say, then, that we either have on hand or in contemplation a large number of the most useful and helpful papers—such papers as one on "Special Drug-store Sales," by Frank Farrington; "Making a Success of Optics as a Side-line," by an English pharmacist; "Some Pharmaceutical Formulas," by H. B. Molyneaux; "Pushing Stationery," by several wide-awake druggists; "The Actual Making of Show Cards," "Methods of Compiling a Mailing List," "The Sale of Souvenir Postals," and many, many others.

Of the regular departments of the journal it is quite unnecessary to speak. The rich mine of practical suggestions in Letters, Business Hints, Specimen Advertisements, and Practical Pharmacy; the handsome window displays made the subject of illustration every month; the systematic presentation and discussion of business statements in Profits and Earnings; the Editor's review of The Month's History, which has no counterpart in pharmaceutical journalism, and which has been highly prized by our readers; the saucy and independent Observer,

who always points a moral through his satire—these and other familiar features of the BULLETIN speak for themselves to those who know the journal.

We could go on at length pointing out the details of our plans for 1908, but we do not desire to weary

**FINALLY—OUR
AIM.**

our readers with too much shop talk. Suffice it to say, we are determined to make the BULLETIN more valuable, more interesting, more readable, more indispensable than ever before. We are not satisfied that we have over 17,000 paid subscribers: we are not content that our circulation is at least 4000 greater than that of any other drug journal, here or abroad: we are not willing to stop where we are, but we want to forge ahead into new fields of usefulness and into new spheres of success.

THE CLERKS AND EARLY CLOSING.

A suggestive paper on the question of early closing and Sunday rest was read by W. F. Kaemmerer at the New York meeting of the American Pharmaceutical Association. It was entitled "More to Think About." Many reasons have been ascribed for the scarcity of drug clerks, but Mr. Kaemmerer believed the one chief reason to be the long hours of work inseparable from the drug business. Young men of the right sort are going into occupations where the conditions are more favorable, and it was his conviction that the situation would never be relieved until the druggist became a rational man like other merchants and gave himself and his clerks some time for rest and recreation.

Usually, said the author, the clerk works "from twelve to fifteen hours a day; at least twenty-six Sundays in the year; he has few holidays; he gets one week's vacation with pay, rarely two weeks, and sometimes not any vacation at all; and his salary in the meantime is no more than he can get at almost any other employment with half the effort." Furthermore, unregistered clerks are in many instances used in open violation of the law, and the boards of pharmacy are led to wink at the conditions from a feeling that the majority of druggists do not want the law enforced. In many States other merchants are compelled to close on Sunday, while the druggist is permitted to sell anything and everything "under the cloak of supplying the sacred need of medicines." As a matter of fact Mr. Kaemmerer believed that very few medicines were sold in the drug store on

Sunday, and that most druggists kept open for the purpose of selling candy, cigars, and soda water.

But how are we to change these things? Mr. Kaemmerer saw only one way—let the drug clerks organize. "They must organize in the same way that other clerks have organized. They must become a part of the great and powerful labor movement. If they band themselves together on any other lines their efforts will end in certain failure. It will be nothing but talk and end in talk."

Mr. Kaemmerer declared that he anticipated a storm of protest from his suggestion. He was convinced, however, that the drug clerks would in no wise demean themselves by joining in the labor movement. Not one jot or tittle of their dignity would be sacrificed. On the other hand, they would benefit by the great power of organized labor in the country, and it would be possible for them to benefit their calling quite as much as the skilled workmen had improved their condition from the last generation or so of organized effort. Mr. Kaemmerer did not ask the proprietors to support the plan. He simply requested them to withhold their opposition and let the clerks work out their own destiny. No just and law-abiding druggist, he declared, would be damaged in the least by the movement.

It would be a part of the scheme to see that the pharmacy laws were enforced. The illegal employment of unregistered help would be attacked. The illegal sale of liquor and narcotics would be suppressed. The people would be enlightened as to the druggist's need for rest and would be educated to anticipate their wants by making purchases during legitimate business hours.

Bearing in mind Mr. Kaemmerer's request that opposition to the movement be withheld, the BULLETIN is disposed not to criticize his plan at the present time. Let us see what the clerks will proceed to do if they take up with Mr. Kaemmerer's reform. It will be time enough to criticize them if they go to extreme lengths. In the meantime we feel like reiterating what we have said on many an occasion—that the hours of labor imposed upon the druggist are unnecessarily long, that there is very little excuse or reason for the present conditions, that the public could be educated to a change by means of the organized power of the retail drug trade, that the reform ought to be taken up systematically and vigorously, and that the stringency of the drug-clerk market is likely to continue until a more or less radical change in this direction has been accomplished.

SOMETHING OF A SENSATION ABROAD.

From over sea comes the news of another flutter in pharmaceutical circles. This time it is caused by a book, "The British Pharmaceutical Codex." The volume has not made its appearance on this side of the Atlantic as yet, but from the amount of space given to the praise, criticism, and defense of the work in our London exchanges it is evident that its introduction has marked a new era in pharmaceutical circles in Great Britain.

American druggists will at once understand the nature of the book when we say that it is practically analogous to one of the American dispensaries. In addition to presenting and commenting upon the formulæ of the British and other pharmacopœias, it attempts also to furnish the pharmacist and physician with many unofficial formulæ that doctors have found it necessary to prescribe and druggists to dispense. It is apparent at once that a book of this kind must be a great boon to our British pharmaceutical brethren, especially as it is published under the ægis of the Pharmaceutical Council, the recognized authority in that country, which will make it, while not as official as the B. P., a semi-official book filling practically the same place.

In one respect, however, the authors and compilers have acted not wisely but too well. The British pharmacist has suffered, it seems, from firms in that country taking definite chemical substances and giving them trade names, so that the pharmacist has had to keep several articles in stock where one would have been sufficient. To offset this, new names have been coined by the compilers which will enable the "chemist" to choose which one of the many trade preparations he will dispense when the doctors prescribe a product by the name given in the Codex. Furthermore, formulas have been given for many products of a proprietary and semi-proprietary nature. It is felt in some circles that in their desire to assist the chemist in these important respects the compilers have gone too far and have perhaps unintentionally worked an injustice to progressive scientific firms.

We find it stated in one of the London journals, indeed, that there is talk of an association being formed to attack this feature of the book in the courts. It would certainly be unfortunate if what seems to be such an excellent work should have its benefits marred by an injustice in this direction, but we find some of the leading journals going so far as to claim that the book instead of being a pharmaceutical codex is really nothing but a handbook for

imitators. The idea underlying the production of such a work is a good one, and we have every confidence that in the end the good, solid sense which is so characteristic of our pharmaceutical friends over sea will produce a book which, while properly assisting the pharmacist, will leave no just claim that an injustice has been done anybody.

THE OBSERVER'S COLUMN.

Of all the insane things which the Observer ever saw done by a druggist, that which came under his observation yesterday was the worst.

This particular Druggist has always striven to build up a trade in candy, and the Observer has fallen into the habit of going around to his store whenever he wants to take home something in the way of sweets to Mrs. Observer.

Last week, in walking by the store, the Observer's attention was caught by an attractive display in the Druggist's window featuring something new in the line of chocolate drops, and, though in a hurry at the time, he promptly went in and bought a pound.

(The Observer regretted it afterwards, for Mrs. Observer liked the new confection so much that she promptly wanted some more, and thus the Observer got himself into trouble.)

Well, yesterday the Observer dropped in to the store for another box of the new chocolates.

"Haven't any," shortly responded the Druggist.

"Going to get some more?" inquired the Observer.

"Oh, we may. We have them off and on—we may get some more some time."

Great Cæsar's ghost, if this wasn't the worst the Observer ever heard!

"What do you advertise and push things for if you don't want to work up a sale on them?" he blurted out in disgust. "Do you want to kill trade after you have developed it? Do you want to spend time and money in promoting something, and then, after you have succeeded, drop it and take up something else? What do you advertise for anyway except to get people coming to you for certain things? Of all the fool—"

But the Observer was fast losing his temper, and he suddenly decided to leave before he was invited to do so. The Druggist looked a little cheap, but the Observer doesn't know whether he realized what a goose he was or not.

PROFITS AND EARNINGS.

A PARTNERSHIP BETWEEN DRUGGIST AND DOCTOR.

We have a rather unique statement this month to present and discuss. It comes to us from a firm in South Carolina which has been in business just a year. The owners of the store are a physician and a druggist: the druggist manages the business and gets a salary for it: the physician does none of the work, but shares equally in the profits. He of course sends his prescriptions to the store, gets his supplies from it, and helps it in every possible way. The town is one of 1500 inhabitants, and it has another store which has been in existence for upwards of twenty-five years.

The annual statement of this firm, made at the completion of the first year's business, was as follows:

DR.

Inventory June 20, '07.....	\$2328 20
Furniture and fixtures	347 18
Accounts receivable	1149 20
Expenses	1180 35
Money overdrawn by druggist.....	211 90
Money overdrawn by physician.....	84 50
Cash on hand	45 00

\$5346 33

CR.

Original investment of druggist.....	\$ 500 00
Original investment of doctor	500 00
Subsequent investment of doctor.....	459 70
Accounts payable	2480 70

\$3940 40

In explanation of the foregoing table it should be said that 5 per cent was written off for depreciation in furniture and fixtures, and 15 per cent for accounts receivable, the net figures being given in the statement. The cash sales for the year were \$3158, the credit sales \$1352, and the total sales were therefore \$4510. Subtracting the credits from the debits in the statement itself, we find that a net profit was realized of \$1405.93, and dividing this by the sales we discover a percentage of net profit amounting to the surprising figure of 31. The expenses were meanwhile a little over 26 per cent, so that the gross profits must have been over 57 per cent—certainly surprising!

The net profits, as we have already indicated, were

\$1405.93. The partner who managed the business received a salary, which was included in the list of expenses. This must have amounted at least to \$600, and if this one partner had therefore owned the entire business his total earnings would have been \$2005.95. This is surely an unusual yield from a volume of sales considerably less than \$5000. We can only account for it by assuming that a relatively large prescription business was done as the result of the assistance given the business by the physician who was a member of the firm.

PERSONAL.

ATTORNEY ERRANT ON PURE FOOD AND DRUG LEGISLATION.

The pure food and drug legislation of the last year was discussed by Joseph W. Errant, attorney for the N. A. R. D., in his annual report at the Chicago convention. Upwards of thirty States, de-



JOSEPH W. ERRANT.

clared Judge Errant, had followed in the wake of the Federal Congress, and one of the things which had deeply interested him was to discover in whose hands had been placed the enforcement of these numerous laws. He had been pained to discover that in only three instances out of thirty (Delaware, Illinois, and Iowa) had the laws been delegated to the control of the board of pharmacy. In two other States, Tennessee and North Carolina, one druggist

had been made a member of the State Board of Health, and this board had been charged with the duty of enforcing the law. In every remaining State the bills had been placed in the hands of the Dairy and Food Commission, the Department of Agriculture, or the State Board of Health.

Judge Errant declared that such sections of these various laws as refer to drugs should have been placed for enforcement in the hands of the State boards of pharmacy. In putting the control elsewhere a great profession had been robbed of its right to show that it could be trusted to protect the interests of the people. Where were the druggists when these bills were passed? asked Judge Errant. The State associations must have gone to sleep, he thought, and he asserted that the question was a national one and that it should be met courageously.

Judge Errant's ringing words are pertinent at this season. Such States as did not enact pure food and drug laws last year are likely to pass them this year. It behooves druggists to awaken themselves and guard their interests jealously.

MR. BARTLETT ELECTED PRESIDENT OF THE CHICAGO DRUG CLUB.

Successful and thriving drug-trade clubs are now in existence in New York, Chicago, and Philadelphia. The Chicago organization has had five or six



JAMES E. BARTLETT.

years of prosperity and enjoys very comfortable quarters. At the recent annual election of officers James E. Bartlett was chosen to preside over the destinies of the Club for the coming year. As the manager of the Chicago branch of Parke, Davis & Co. Mr. Bartlett is well known to the drug trade of the West, and his election has met with unanimous approval.

A PHARMACIST ACTIVE IN CIVIC WORK.

Henry P. Hynson is pretty well known by this time as a man of considerable versatility, but it may nevertheless surprise some of his friends to be told that Mr. Hynson has for years played an active part in the civic life of Baltimore, particularly with reference to the interests of Roland Park. Roland



HENRY P. HYNSON.

Park is a prominent residence section in Baltimore and is one of the garden spots of the country. It is justly a source of great pride to Baltimoreans.

Mr. Hynson has for two or three years been president of the Property Holders' Conference of Roland Park, and so successful and energetic has his admin-



Mr. Hynson's residence.

istration been that he was unanimously and enthusiastically re-elected to the position at the recent annual meeting. He has thrown himself with customary whole-heartedness into the development and

beautification of the Roland Park section, and what this statement means can best be understood by those who have worked alongside Mr. Hynson in pharmaceutical circles. His own residence in Roland Park is shown in one of our illustrations.

AN ARDENT SUPPORTER OF THE SUNDAY CLOSING MOVEMENT.

Julius G. Bone, of Scranton, Pa., believes earnestly and devoutly that the druggists of America ought to close their stores during a large portion of the day on Sunday. He has caused resolutions to this effect to be passed at every convention of the N. A. R. D. for several years. At the Chicago convention, held last September, he, Professor Remington, and George C. Bartells were appointed a committee to draw up further resolutions on the subject. In these resolutions the Association reaffirmed its former position, declared that druggists should edu-



JULIUS G. BONE.

cate the public to anticipate its Sunday wants on Saturday, and urged the delegates to go home and initiate local movements for Sunday closing.

Rev. Dr. Muchler, president of some Sunday rest association or other, sent a letter to the Chicago convention expressing the hope that effective resolutions would be adopted on the subject of Sunday rest. Some one suggested that the reverend gentleman be told what the N. A. R. D. had already done along that line in previous years, requested to ask his parishioners to "cut out" their Sunday purchases, and also requested to have his brother ministers take the same action. It was voted to have the secretary send such a letter to the Doctor.

OBITUARY.

MR. GEORGE C. LYON.

The death of George C. Lyon, at his home in Providence a few weeks ago, removes one of the ablest organizers in the retail drug trade of the



GEORGE C. LYON.

country. Born in Lawrence, Mass., 53 years ago, and receiving a common school education, Mr. Lyon entered the employ of H. C. Hall as a clerk in the latter's drug store in Waltham, Mass. In 1890 he was taken into partnership and the firm became known as the Hall & Lyon Co. The business rapidly grew until at Mr. Lyon's death there were three stores in Providence, and one each in Olneyville, Waltham, Worcester, and Woonsocket—seven in all. The headquarters store, located in the Journal Building in Providence, is one of the most extensive and beautiful in the country, and was made the subject of an illustrated sketch in the BULLETIN for February of last year.

By no means, however, did Mr. Lyon confine his interests to even the large and growing business of the Hall & Lyon Co. He was one of the chief promoters and the president of the Cahoon-Lyon Drug Co. in Buffalo, operating three stores. He was likewise the president of the Caswell-Massey Co., a corporation which, conducting a chain of six or seven stores in New York City, was unfortunate enough to go into the hands of a receiver a couple of months since. He was treasurer until a few

months ago of the United Drug Co., and he was also interested in the National Cigar Stands Co. and the Drug Merchants of America. It is believed that all of Mr. Lyon's interests, with the exception of the ill-starred Caswell-Massey concern, were uniformly successful.

He had been afflicted with nervous prostration for some weeks, but the immediate cause of his death was heart failure. Doubtless the unfortunate outcome of the Caswell-Massey venture caused him considerable worry and concern at the last.

MR. WILLIAM H. BURKE.

A sad supplement to the death of Mr. Lyon, referred to in the previous article, is the untimely end of William H. Burke, president of the Central Drug Co. of Detroit, Grand Rapids, and Chicago. Mr.



WILLIAM H. BURKE.

Burke was, like Mr. Lyon, one of the few "captains of industry" which the retail drug trade of the country has developed during the last decade, and had he lived he would in time have been the dominating figure in a great chain of drug stores throughout the Central West.

Born in the university town of Ann Arbor, Michigan, 43 years ago, Mr. Burke was graduated from the Department of Pharmacy of the U. of M., and established himself in business in Detroit at the corner of Grand River Avenue and Elizabeth Street. In time he bought another store, and somewhere about 1900 he suddenly began a process of expansion and growth which was in full swing at the time

of his death. "The Central Drug Company" was organized; two additional stores were purchased in Detroit, both of them in the very center of the downtown district; a physicians' supply business was developed; two stores were next taken over in Grand Rapids, Michigan; a great pharmacy was established in Chicago where an annual rental of \$40,000 a year had to be paid and where a daily business of \$750 had to be done to cover expenses; and, finally, within the last year, two other stores were added to the chain in the Chicago suburbs—making a total of nine.

A man of hungering ambition, loving success for the stimulation and power which it yielded, aspiring to build up a great chain of successful properties, working day and night with the undiminished and unflagging energy of a steam engine, Mr. Burke finally broke down under the fearful strain, became afflicted at times with melancholia, was haunted with the demon of insomnia which robbed him of his rest for weeks at a time, and in a cumulative moment of desperation and bitter discouragement he took his own life with a revolver. It was a sad and crushing blow to his many friends, among whom was the writer of this sketch. He had no financial troubles; his business was successful in every detail; there was nothing to worry him beyond the work and responsibility of large and growing interests, but he attempted to do personally more than one man can do and maintain his health and poise. That he could not more successfully delegate work to assistants selected and trained for this very purpose was the single defect in a man endowed with vision and gifted with creative abilities of a high order.

Mr. Burke was an enthusiastic member of the American Pharmaceutical Association and had served as both secretary and chairman of the Section on Practical Pharmacy and Dispensing. He was vitally interested in the Michigan Pharmaceutical Association, and was secretary for three or four years. A great admirer of Dr. Prescott and a loyal alumnus of his alma mater, he was with characteristic energy engaged at the time of his death in building up a Prescott Memorial Fund for the Department of Pharmacy of the University of Michigan.

Mr. Burke was unmarried, and he left behind him two sisters and two brothers. Mr. N. A. Tabor, the capable secretary and treasurer of the Central Drug Company, and heretofore the manager of the Detroit stores, will doubtless succeed Mr. Burke as president.

THE PRESIDENT OF THE A. P. H. A.

A Personal Sketch of Prof. W. M. Searby by a College Associate—Born and Educated in England—His Life on the Pacific Coast and His Many Services to Pharmacy—Pharmacist, Teacher, Board-member, Officer, and Educational Reformer.

By ALBERT SCHNEIDER.

The Editor of the BULLETIN has requested me to prepare a biographical sketch of the recently elected president of the American Pharmaceutical Association.



Prof. William M. Searby, president of the American Pharmaceutical Association.

tion. It is with pleasure and a feeling of gratitude that I am thus enabled to pay a tribute to the many sterling qualities of the new President.

BORN IN ENGLAND.

William Martin Searby was born in Lincolnshire, England, on the 21st of January, 1835. He attended private schools in Wainfleet, Burgh, and Grantham in his native county until he had reached the age of 14. When 12 years old he attended a boarding school, where he had the option of learning dancing or Latin. He chose the Latin, and devoted his time to Cæsar, which he thought would be useful to him in the study of pharmacy. During this time he and another boy, who subsequently became a veterinary student, translated from Latin into English the entire London Pharmacopœia, doing the work during hours devoted by other students to recreation.

Shortly thereafter he was apprenticed in pharmacy to E. Waller Martin at Guildford. Here he

continued his studies in Latin, and when 15 years old passed the apprentice examination for registration with the Pharmaceutical Society of Great Britain. At the age of 20 he delivered a lecture on "The Chemistry of Every-day Life" before a workmen's institute in Guildford. In 1855 he entered the School of Pharmacy of the Pharmaceutical Society at "the Square." He passed the "major" examination and was registered as "Pharmaceutical Chemist" in 1856, when he went into business partnership with his brother Wright in Norwich, England. He was then just 21 years old.

COMES TO AMERICA.

After four years of business life the young man decided to seek his fortune in the new hemisphere, and shipped an outfit of drugs and fixtures to Vic-



The building at 113 Fulton Street, near the City Hall, in which the California College of Pharmacy was housed for many years during Professor Searby's earlier connection with the institution. It was abandoned in 1897, and the college at present of course presents a very different appearance.



In this snapshot, taken at the New York meeting of the A. Ph. A. last September, we have retiring President Leo Eliel, of South Bend, Indiana, and President-elect W. M. Searby, of San Francisco.

toria, B. C. The vessel, however, went down just as she was entering the harbor of Victoria. Young Searby secured another outfit and went into business for himself on Government Street in Victoria. Four years later, in 1864, he was elected to the first City Council of Victoria. About this time he entered into an unfortunate partnership which afterwards forced him to relinquish business, and in 1866 he left Victoria to seek his fortunes in California.

For a few months he clerked for Wakelee & Company, who were at that time the leading druggists of San Francisco. In the fall of 1866 he went into business for himself at the corner of Folsom and Fifth Streets, San Francisco, where he remained for nine years. He was one of the progressive young men who established the California Pharmaceutical Society in 1869, and the California College of Pharmacy in 1872. In 1873 he was made Professor of Materia Medica of this college, resigned in 1881 to attend to business, but returned to college work in 1884, occupying the above chair until 1897, when he was made Professor of Pharmacy. He has been Dean and Secretary of the College of Pharmacy since 1891. It may be added that the college owes its high standing largely to his influence.

In 1875 Professor Searby went into business on Market Street in San Francisco, where he remained eighteen years, and in 1893 removed to 400 Sutter Street, where he had a handsome, excellently-equipped drug store, which was completely destroyed by the fire following the great earthquake of April 18, 1906. This catastrophe destroyed three other stores in which he was interested; and likewise swept out of existence his home, his library, lecture notes, family treasures, and many other personal belongings.

PHARMACEUTICAL WORK AND CONNECTIONS.

Professor Searby's activities in pharmacy have been many and varied. He was president of the California Pharmaceutical Society in 1873, 1878, and 1885; and has just been made president of the recreated California Pharmaceutical Association. He was a member of the California Board of Pharmacy from 1891 to 1902, when he resigned. He joined the A. Ph. A. in 1882, was made second vice-president in 1889 at the San Francisco meeting, and first vice-president in 1901. He was president of the Lewis and Clark Pharmaceutical Congress, which convened at Portland in 1905. In 1892 and 1893 he was editor of, and had a controlling interest in, the *Pacific Druggist*. In May, 1907, he was made editor-in-chief of the *Pacific Pharmacist*, which position he still holds.

Mr. Searby was married in 1862, and has a son and a daughter living, both married. His wife died last May, her death having been hastened by the heartrending experiences of the earthquake and fire in the spring of 1906.

His contributions to pharmaceutical literature are limited to papers on practical pharmacy presented to the State society, and on pharmaceutical education published in the *Pacific Druggist*, *American Journal of Pharmacy*, and other journals. He has been a teacher of materia medica and pharmacy over thirty years.

CHARACTERISTICS.

As a druggist Mr. Searby has ever been in favor of, and has actually practiced, honest, high-grade pharmacy; as a teacher in a college of pharmacy he has urged higher pharmaceutical attainments with wonderful persistency; as a citizen he has always



Here we see Professor Searby surrounded by a group of pharmaceutical editors, this picture, like the previous one, having been taken at the New York meeting of the A. Ph. A. Professor Searby will be recognized as sitting in the foreground. It was a windy day, and the occasion was a boat-ride—hence the use of informal caps by some of the editorial fraternity.

stood for honest municipal control and has openly opposed grafting of all kinds. His honesty and integrity have never been questioned, and he is one of the very few public men who have not a single enemy. Though gentle in the extreme, he is very firm and will not deviate one iota from a purpose which he conceives to be fair and right. His remarkable fortitude was shown in the terrible catastrophe of April, 1906, in which he lost practically everything.

The one thing for which Professor Searby is

deserving of a monument is his persistent and untiring effort in behalf of higher pharmaceutical education. Without wavering and without ever playing to the galleries he has practically single-handed raised the standard of pharmaceutical education on the Pacific Coast. This work has really been a free-will offering to the shrine of pharmacy, for his remuneration as a teacher in the College of Pharmacy was often purely nominal. It was the least that the A. Ph. A. could do to elect him to the highest position in that body.

SOME BOARD QUESTIONS ANSWERED.

An Examination Paper Recently Used by the Ohio Board of Pharmacy is Selected, and Replies are Prepared for the Benefit of Clerks and Others Who May Find the Information Helpful.

Compiled by JOHN HELFMAN.

MATERIA MEDICA.

1. What is the difference between organic and inorganic substances?

Organic chemistry treats of carbon compounds containing hydrogen and of their derivatives. Carbon and hydrogen are the indispensable elements to the formation of organic bodies. Without these we can have no substance capable of animal or vegetable life, *i.e.*, organic life. In the great majority of organic compounds we also have oxygen or nitrogen or both. Inorganic chemistry treats of metals and their compounds.

2. What is the difference between a root and a rhizome? Give an example of each.

Rhizomes are underground stems and are to be distinguished from roots by the presence of leaves or leaf traces. *Aspidium* is the dried rhizome of *Dryopteris Filix-mas* or *Dryopteris marginalis*.

Calumba is the dried root of *Jateorhiza palmata*.

3. Give botanical name and habitat of four official drugs.

Ergot is the sclerotium of *Claviceps purpurea*, replacing the grain of rye, *Secale cereale*. It grows in Russia.

Arnica is composed of the dried flower-heads of *Arnica montana*. Habitat, Europe and Siberia.

Belladonna leaves are the dried leaves of *Atropa Belladonna*. The drug is a native of Europe.

Benzoin is a balsamic resin obtained from *Styrax Benzoin* Dryander, and other unidentified species of *Styrax*. Its habitat is Sumatra, Java, and Borneo.

4. Give botanical origin and natural order of squill. How is it found in the market and what part should be rejected?

Squill is the bulb of *Urginea maritima* (Fam. Liliaceæ) deprived of its dry, membranaceous outer scales, cut into thin slices and carefully dried. The central portions should be rejected.

5. Give origin, habitat, and medicinal properties of ipecac. What percentage of alkaloid should it contain?

Ipecac is the dried root, to which may be attached a portion of the stem, not exceeding 7 centimeters in length, of *Cephaelis Ipecacuanha* (Fam. Rubiaceæ), known commercially as Rio, Brazilian, or Para ipecac, or the corresponding portion of *C. acuminata* Karsten, known commercially as Carthagena ipecac, and yielding, when assayed by the process given in the U. S. P., not less than 1.75 per cent of ipecac alkaloids. It is an expectorant. Habitat, South America.

6. Is Jalap which is worm-eaten fit for use? Why?

Yes. The worms devour the amylaceous or softer parts, leaving the resin in which resides the medicinal virtue.

7. What is Quinine? State its source. Name the official salts.

Quinine is an alkaloid obtained from the bark of various species of *Cinchona* (Rubiaceæ). It is indigenous to South America. The official salts of quinine are the bisulphate, hydrobromide, hydrochloride, salicylate, and sulphate.

8. How and from what is petrolatum produced?

Petrolatum is obtained by distilling off the lighter and more volatile portions from petroleum, and purifying the residue.

9. Give the official name and source of milk sugar. What is its chief use?

Saccharum lactis is a peculiar crystalline sugar obtained from the whey of cow's milk by evaporation, and purified by recrystallization. It is used as a non-nitrogenous article of diet and serves as a diluent in various pharmaceuticals.

10. Name the parts used and the medicinal properties of four drugs of animal origin.

(a) Hydrous wool-fat is the purified fat of the wool of sheep, mixed with no more than thirty per cent of water. It is an emollient ointment base.

(b) Pepsin is a proteolytic ferment or enzyme, obtained from the glandular layer of the fresh stomach of the hog.

(c) Pancreatin is a mixture of the enzymes naturally existing in the pancreas of warm-blooded animals, and is usually obtained from the fresh pancreas of the hog or the ox. It is a digestive ferment which assists the stomach to digest food.

(d) Lard is the prepared internal fat of the abdomen of the hog purified by washing, melting, and straining.

11. Give the official names of drugs yielding santonin, sparteine, and strychnine.

The drugs which yield these alkaloids are respectively *Santonica*, *Scoparius*, and *Nux Vomica*.

12. Give the source and principal preparations of sulphur.

Sulphur is obtained from active and extinct volcanoes. Washed sulphur is prepared from sublimed sulphur by washing with ammonia water and water. Precipitated sulphur is made by treating sublimed sulphur with lime and later with hydrochloric acid. Sublimed sulphur is made from the crude product by distillation. Sulphur iodide is a chemical combination of sulphur and iodine. Sulphur ointment consists of washed sulphur incorporated in benzoinated lard.

13. Give the official names of Lugol's solution and Fowler's solution.

Lugol's solution is liquor iodi compositus. Fowler's solution is liquor potassii arsenitis.

14. Give the official names of Monsel's salt and tartar emetic.

Monsel's salt is liquor ferri subsulphatis. Tartar emetic is antimonii et potassii tartras.

15. From what are the following obtained: eucalyptol, thymol, wahoo, guaiacol?

Eucalyptol is an organic oxide (cineol) obtained from the volatile oil of *Eucalyptus Globulus* (Fam. Myrtaceæ), and from other sources. Thymol is a phenol in the volatile oil of *Thymus vulgaris* and in some other volatile oils. Wahoo is a synonym for euonymus, the dried bark of the root of *Euonymus atropurpureus*. Guaiacol is one of the chief constituents of beechwood creosote, from which it is obtained by distillation.

16. Define the following terms: antipyretic, corrosive, sedative, and anthelmintic.

An antipyretic is an agent which reduces the temperature of fever. A corrosive is a substance that destroys organic tissue either by direct chemical means or by causing inflammation and suppuration. A sedative has a soothing or tranquilizing effect. It acts by lowering the functional activity. An anthelmintic kills or renders powerless intestinal parasites.

17. What is the active principle of Strophanthus? How should this principle be kept? What precaution is to be observed as to tasting it?

The active principle of strophanthus is strophanthin, a glucoside, or mixture of glucosides, obtained from strophanthus. It should be kept in well-stoppered, amber-colored vials. Great caution should be observed in tasting strophanthus on account of its extreme activity.

18. Give the official name, part used, natural order, and medicinal properties of ladies'-slipper.

Cypripedium is the dried rhizome and roots of *Cypripedium hirsutum* Miller (*Cypripedium pubescens* Willdenow) or of *Cypripedium parviflorum* Salisbury (Fam. Orchidaceæ). Cypripedium is a gentle nervous stimulant and antispasmodic.

19. From what is elaterin obtained? What are its medicinal properties?

Elaterin is a neutral principle obtained from elaterium, a substance deposited by the juice of *Ecballium Elaterium*. It is a hydragogue cathartic.

20. What are the official salts of strontium? What are their medicinal uses?

The official salts of strontium are strontium bromide, iodide, and salicylate. Strontium bromide has been strongly recommended as a substitute for potassium bromide in the treatment of epilepsy and allied conditions. Strontium iodide produces the alterative influence of an iodide, causing less gastric irritation than other iodides. Strontium salicylate is used in subacute rheumatic affections.

(To be continued.)

THE EVANS STORES IN PHILADELPHIA.

Interesting and Suggestive Features of a Great Retail Business—Advertising and Bookkeeping Methods; the Price System; the Mail-order Trade; the Employment of the Card Index for Various Purposes, and the Like.

By HARRY B. MASON.

An article was published in the BULLETIN several months ago* describing and illustrating the retail drug business of George B. Evans in Philadelphia. It was not possible in a single paper to compass the whole subject, and I am returning to it again for the purpose of mentioning some of the additional characteristics of the Evans business which will prove generally helpful and suggestive. First let me repeat, however, that there are five large Evans stores in Philadelphia, and that the sales average over a million dollars annually.

USE OF CARD INDEXES FOR VARIOUS PURPOSES.

The card index has been developed in the Evans business to a remarkable extent. It is used for a variety of purposes and it results in that degree of system which is vitally necessary in a large concern. Mr. Newlin, manager of the drug and patent medicine end of the business, has a card index in his office representing a complete record of all purchases. When one of his department heads from a stock-room, or from one of the sales counters, notifies him that purchases should be made of a certain article, Mr. Newlin immediately turns to the proper card and finds out where and when the last lot was purchased, how long the supply has consequently lasted, and what the price was. If he finds that the last date was comparatively recent, he realizes from this fact that a larger quantity can be bought than before—and this of course means a lower price. Again, if a quotation exceeds the last one registered, Mr. Newlin is in position to make an investigation. Several other things are disclosed by a glance at this card of costs. The index is used, too, when branch stores are supplied with goods: the latter are charged the cost price, plus an addition of 5 per cent for handling.

Mr. Newlin has another card index for recording the cost of all advertising matter, including cartons, labels, and the like. A specimen of the purchased article is affixed to the card, and other data are

written on the card by hand. This index is really an auxiliary to the first one described; and both of them assist greatly in developing what might be called "the science of buying."

Then Mr. Zimmerman, who is one of Mr. Newlin's assistants, and who has charge of the patent medicine department in the salesroom of the headquarters store, has a card index showing the location of every article in the department. Each patent is kept in a shelf space assigned to it, and if the space is vacant it is easy to tell from the card index what article is missing. As for prices, the card index gives these also, and it is corrected every day in order to be up-to-date. Corrections are sent to the branches with daily regularity, and thus it is that one price is invariably charged in all of the Evans stores. This refers not only to patents, but to everything else as well.

THE PRICE SYSTEM.

There is another card index in the drug department. If you as a patron walk into an Evans store and ask a salesman what the price is on a certain drug or chemical, he will immediately turn to his card index before replying. If precipitated chalk is the article required, a card bearing the following text will confront the salesman:

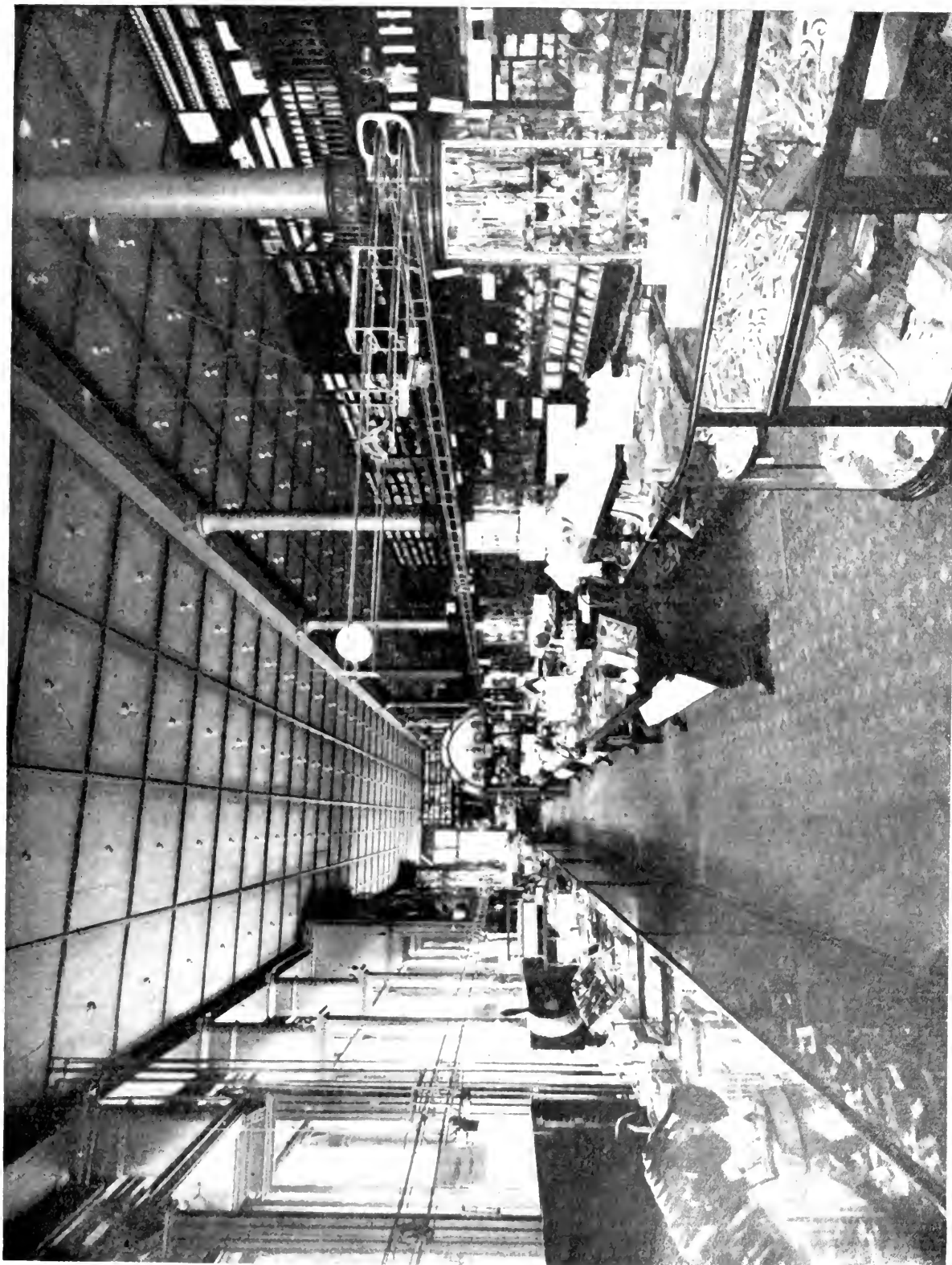
PRECIPITATED CHALK.

CAN 319.

Ounce	5 cents.
Quarter-pound	10 "
Half-pound.....	15 "
One pound.....	25 "
5 to 50 pounds.....	20 "
50 to 100 pounds.....	15 "
100 pounds	10 "

This card discloses one interesting thing about the Evans business: the price of an article decreases considerably in proportion to the amount purchased. Mr. Evans acts on the principle that it takes just as much time and labor to make a five-

*See BULLETIN for July, 1907, p. 277.



This view shows the sale-room of one of the branch stores in the Evans group—the one located at the corner of Eighth and Arch Streets. It is a very large and handsome interior. Sundries of various kinds are everywhere displayed, and it will be noted that price cards are invariably used.

cent sale as it does a fifty-cent sale, and the rate of profit must consequently be modified if the merchant is to be adequately compensated. All this suggests the statement that on the whole Evans gets good prices, despite the fact that he is generally believed to be a cutter.

BOOKKEEPING METHODS.

Still another card index will be found in the bookkeeping department. This is used by the credit man and embodies 12,000 cards, representing, of course, 12,000 people. The cards are variously marked. A red sticker on a card indicates a deadbeat. Other cards are marked "Good," "Slow but good," etc. An original method is used in this department for recording customers' accounts. Large cards are contained in grooves in the top of the desk, covered by a sliding wood slab which serves as a writing surface when the cards are not under examination. There is a card for each customer, and only the monthly totals are recorded. The detailed record of the customer's purchases is kept on a running bill which is made out daily in duplicate on the typewriter. At the end of the month one is sent to the customer, and the other is kept at the store as a permanent record. Before the latter is filed away, however, the monthly total is recorded on the customer's card in the manner already described.

REGARDING THE BRANCH STORES.

Leaving this consideration of the several card indexes, and passing on to touch upon another phase of the Evans business, I may say that the four branch stores are considered as departments of the business and are treated exactly as though they were under the same roof. Customers' accounts are all kept in the main store, and a credit customer can go in any one of the stores and have the goods charged. The bills are made out in the main office and mailed from there at the end of the month. Each branch store is expected to order its supplies of the main establishment daily—at night for delivery the next morning. A carbon copy of the order is sent to the headquarters store, while the original is retained at the branch. At the end of the month the copies are all bound together, the totals recorded, and the amount charged against the branches.

HOURS FOR EMPLOYEES.

Mr. Evans uses the time-clock system for his employees, and all save the heads of departments are expected to ring in and out. The work-day

averages nine hours, but the store is open from 7:30 to 10. The clerks in the drug departments work from 8 to 6 one day, and from 9 to 10 the next, having an hour each for lunch and dinner. In some of the other departments, like the "gift-room" on the second floor, the bookkeeping department, the stock-room, etc., the employees work daily from 8 to 6.

ADVERTISING METHODS.

Let us take a glance at Mr. Evans's advertising methods. He uses space systematically in the daily papers and employs the same location and the same space every day. Strangely enough, however, no

The image displays a collection of newspaper advertisements for Dr. Evans's products. The ads are arranged in a grid-like fashion, with each ad having a distinct title and layout. The titles include 'Hay-fever Day', 'Foods for bad digestion', 'For consumption', 'For the sick-room', 'Iron medicines', 'Table-waters', 'Medicinal teas', 'Ready-made medicines in capsules', 'Disinfectants', and 'For hives'. Each ad contains detailed text describing the benefits and usage of the respective product. Some ads also include small illustrations or logos. The overall design is typical of early 20th-century newspaper advertisements, with a focus on clear, bold text and structured layouts.

A group of the Evans newspaper ads.

advertising is done in December. Evans has more business during that month than he can handle anyway. The newspaper advertisements are all prepared by an advertising agency, and a group of them is shown in the accompanying illustration.

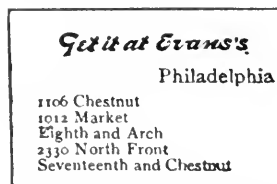
THE EVANS CATALOGUE.

Mr. Evans depends to a considerable extent upon his telephone and mail-order business. For this class of trade an elaborate catalogue is prepared. It is 6 by 8½ inches in size, and contains 100 pages. The front cover of the catalogue last issued is shown in the accompanying engraving. Thousands of articles are listed, and they are arranged in alphabetical order: this part of the book, however, is limited to the left-hand pages. The right-hand pages are uniformly employed for the presentation

of half-tone engravings illustrating groups of articles, with prices printed in type underneath. Every article is numbered, and a corresponding number is used in the price list underneath the cut. The catalogue contains a bewildering number and assortment of drugs, patent medicines, toilet articles, perfumes, sundries, fancy soaps, cutlery, "gift goods" and the like—many thousands of things altogether.

The Evans catalogue is sent by mail to people in the suburban districts, and is left at the doors of

sticker, reproduced herewith, it is put on every package of patent medicine sold in any of the stores. This phrase is also used on the catalogues and in all the newspaper and bill-board advertise-



Sticker used on packages of all proprietaries.

ments. Placards bearing it are to be seen in all the Evans stores: there is, for instance, a huge sign over the main door in the store at 8th and Arch. This sign is fully nine feet long and the legend is handsomely printed in gold on a red background. It is safe to say that the people of Philadelphia have had this catch phrase burned into their memories.

THE EVANS PRESCRIPTION CHECK.

Finally, we may show the prescription check used in the Evans stores, simply presenting it for what it



A reduced facsimile of the front cover used on one of the Evans catalogues. The catalogue itself is described in the accompanying text; it contained just 100 pages.

residences in the city. The result is a large business received over the telephone in the case of Philadelphians, and through the mails in the case of the suburbanites. A well-equipped mail-order department has been established to carry on the business. Mr. Evans has a card index representing everybody who has ever ordered goods by mail, and this is used as an address list when new catalogues are issued.

"GET IT AT EVANS'S."

"Get it at Evans's" is the catch phrase used on every possible occasion. In the form of a little

Name	_____
Time	_____
Wait	_____
Call	_____
Paid	_____
C. O. D.	_____
	37315
.....	
Name	_____
Terms	_____
	37315
.....	
GEORGE B EVANS	
1106 CHESTNUT	
PHILADELPHIA	
~~~~~	
Prescription Check	
37315	

The Evans prescription check.

may be worth and without offering anything in the way of comment. The check is torn apart into three sections, as indicated by the dotted lines.

# THE THREE C'S OF THE DRUG BUSINESS.

**Credit: Circulars: Courtesy—Their Importance to the Successful Merchant—Some Useful Hints and Suggestions.**

**By XENO W. PUTNAM.**

## THE VALUE OF CREDIT.

While debts are evidence of a limited capital, bills overdue are positive proof of this condition. Many a business man has weathered a crisis where another enjoying a firmer footing than his more successful competitor has lost the confidence of his people. This paradox is to be explained by a difference in the two men. One of them always guards his weakest spot, his want of capital; he does not let any strain come upon the confidence which business men repose in him. The other pursues the course which is seemingly the most profitable at the time.

When a bill comes due, the first man pays it on time, if he has to borrow the money at a high rate of interest. It is his credit, not his profits, that he is protecting. He makes good, and it ingratiates him with his creditors. The other man allows the bill to run over a few days, perhaps two or three weeks, without proper explanation. Worst of all, perhaps, he issues a check against an insufficient account, trusting the check will not be presented till he has time to make up the deficiency. To ask an extension of time would be less damaging; but it would beseeem him even better to hustle around and raise the money to pay the bill on the day it falls due. Collect money, borrow it; better mortgage the business than let it run unpaid.

The man who allows his bills to become overdue may consider it a shrewd way of evading interest charges, but he is paying a far higher rate on his credit debts, even though the man who carries him may not complain. This is obvious. Temporary shortage of cash is not, by any means, an assurance of commercial weakness, as every business man knows. Still it is one of the symptoms which go with weakness, and if it is displayed many times by the same business, the disease will be considered chronic by the average business man and the credit must be modified accordingly.

Not only is credit of important cash value, but there is a different estimate put upon the kind that is of the "to the minute" order and that which is

"within a week or two." Some perfectly sound business men are a little slow in remitting even when they have the money in the bank. Their carelessness may not appear important to them at the time; still it may mean that the man who can be absolutely depended upon to bring the money as soon as it is due, without excuse, forgetfulness, or failure, will get a gilt-edge deal in moments of a financial crisis.

## A LESSON IN CIRCULARS.

"This is the best remedy I ever used. Why did you never keep it in stock before?" remarked a lady as she ordered another bottle of a certain proprietary article.

"Because I really did not know that such a thing existed until recently," the druggist confessed.

"You see it is made by a man a few hundred miles from here. Nobody ever heard of him, and his product is advertised only in a small way. He has been writing me and sending me circulars for the last two years, and, because I knew it to be such a small affair, I have been chucking all his printed stuff into the stove unread. The other day, by the merest accident, I read one of his circulars; as a result I ordered a small amount of his remedy. I have had to duplicate the order twice since, for the stuff gives perfect satisfaction. I have missed a lot of trade during the interval in which I was destroying his circulars unread.

"It has taught me a lesson, however: never to turn a man down until I find out what he wants of me, no matter whether he comes in an automobile or a buff envelope with a one-cent stamp on it. If he can afford to come at all, I cannot afford to ignore him until I find out something of his business with me. Yes, sir; since then I look over my circulars closely enough to find out what they are about. Every little while I find something of value sent to me from some unexpected source."

## COURTESY: ITS SELLING VALUE.

"We are expecting a very fine lot of stationery next week and shall probably make an extra effort

in window dressing. Couldn't you drop around and see our display?"

The salesman's parting remark to a customer called for this little soliloquy:

"If I had tried to induce him to confess an interest in stationery, he would have thought that I was trying to sell him something and would have made a mental effort to resist. Instead, I gave him a little whiff of friendly interest. Now if he happens to be near here next week, he will probably stop and look us over, possibly for no other reason than to satisfy his curiosity. If he should be reminded of us at home, as he probably will when he submits his purchase, he will mention my remarks to his family, and—we shall have some interested spectators.

"One thing, the invitation makes it possible for him to visit us without any feeling that his coming is an open confession that he is in the market for stationery. People often like to drop in and look at things which they might possibly be induced to

buy, if wholly pleased. At the same time they are too reserved to say, 'I want to look at your stationery; I am thinking of buying some.'

"Then people like these little personal attentions, the kind that seem to come spontaneously and are so unobtrusive. It pays any salesman, for his own sake, to get in the habit of extending just such courtesy to customers, independent of any apparent attempt to sell goods."

#### TWO AFTER-THOUGHTS.

No man can be a first-class advertisement writer until he learns the art of putting himself in the other fellow's place and writes ads. that will convince himself of the merit in the goods which he advertises.

The chronic kicker who regards his business life as nothing better than a big black cloud with possibly a silver lining is apt to find that his more cheerful neighbors get the lining while he is finally forced to content himself with the cloud.

## RECOLLECTIONS OF A MILITARY PHARMACIST.

**Experiences of an Army Apothecary During the War of the Rebellion—Organizing a Depot Field Hospital at Sandy Hook, Maryland—Some Historical Light on the Struggles of the Hospital Steward for Recognition.**

By THEO. V. BROWN,  
San Jose, Cal.

On the 6th of last June I was 50 years (active 33 years, retired 17 years) in Uncle Sam's service as a military pharmacist, officially known in my time as "hospital steward," but now as "sergeant first class, hospital corps," which sounds better. I was always a little ashamed of the "steward" title.

It was not a bad billet in many ways: a pleasant one when my superior was possessed of bonhomie, an unpleasant one when he was not. Sometimes, after one or two years' association, the post surgeon and I would become chums; and how nice it felt to know that you were understood and valued and trusted by one of his rank! Then came an order transferring him to another station, and his successor was haughtiness personified—whew, how hard it was to bear!

I was the post surgeon's chief of staff; did most of his work generally. Yet the government did not recognize my signature on a single official document

except the pay-roll, though I made out all reports and returns and was more in actual charge of the public property than my superior.

The military and naval system of our great republic is in many ways, strange to say, less democratic than that of some monarchical countries, on the principle—right or wrong—that the officer must needs deport himself as an aristocrat.

#### IMPRESSING MEN INTO HOSPITAL SERVICE AT HARPER'S FERRY.

During the War of the Rebellion I had been for a year and a half on duty with the Third U. S. Infantry; then was ordered to the headquarters of the Army of the Potomac and placed in charge of the headquarters' medicine wagon. In October, 1863, I was sent to West Virginia to help put General W. W. Averell's field hospitals into better shape. In August, 1864, under the nominal direction of Surgeon J. Boone, First Maryland Regiment, Potomac

Home Brigade, I organized the Depot Field Hospital, Sandy Hook, Md., for the accommodation of the worst wounded of General Sheridan's army in the Shenandoah Valley. We needed 225 men for guard and working purposes, but as the hospital was not to be under General Sheridan's orders, it was deemed best not to ask him for any men, but simply to steal them. Accordingly, at sunset one evening I placed myself at the head of a detail of one sergeant and twelve privates whom Dr. Boone had borrowed from his regimental commander for the occasion, and, pretending to be a provost guard, I went from one to the other of the innumerable camp-fires around Harper's Ferry.

"Guard, halt!" I would command, in my fiercest tones; then turning to the denizens of the camp-fire:

"What regiment do you men belong to?" This being answered, the next question was, "What are you doing here?"

"We got separated from our regiment at such and such an affair," was the usual answer.

"Ha! stragglers," I would say to myself. "Fall in here," was my next fierce order.

Knowing themselves to be delinquents, and expecting to be shot the next minute, the poor fellows would jump to their feet and take their places as prisoners. This was repeated again and again until I had captured about 75—as many as we could handle; then I would head the column for Sandy Hook, a mile below Harper's Ferry.

On our way to the future field hospital I would address my prisoners thus: "Boys, we are a kind of frauds. We have to organize a large field hospital, but can only get the necessary guard and working force by stealing it; so we stole you. Now, as long as you are with us you will have neither fighting nor marching to do; you will be well fed, and, as long as you obey orders, well treated. You will not be able to draw pay or clothing while you are with us, but when we get through with you, we shall give you a certificate that you were detained on this duty by force, and you will be all right." They laughed and felt happy, and after three such raids I had the required 225. I do not think that General Grant himself ever stole 225 of Uncle Sam's veteran soldiers. I did.

After getting the "Depot Field Hospital, Sandy Hook, Md.," into good running order, I was ordered to duty in the office of the Surgeon-general, U. S. Army, in Washington, where I had good pay and commutations, and not much to do.

#### A HUMILIATING SEA VOYAGE.

But office duty was not to my taste, and in March, 1866, I got myself ordered to accompany Surgeon Wm. F. Edgar, U. S. A., to California with 300 recruits for the First U. S. Cavalry.

The steamer on which we were shipped left New York on the 10th of March, during a severe cold snap; rigging and everything was covered with ice. I had just emerged from the gangway when I was accosted by the storekeeper of the steamer, who asked, with much show of deference, if my name were not Brown. He had been clerk in one of the hospitals when I had been chief steward, and, being a volunteer, thought my rank in the regular army must be very high.

"Have you been assigned a stateroom yet?" he asked presently.

"No."

"Then come with me to the purser and you shall have the best one that is left."

I followed him with some misgiving.

"Mr. Purser," he said when we found that official, "this is a very dear friend of mine, one of the officers with these recruits. He has no stateroom yet, and you will oblige me very much by giving him the best one you have left."

"What is your friend's name?" asked the purser, and being informed, he said: "I do not find his name on the list of officers. What is your rank?"

"Hospital steward," said I.

"Well, then, you are an enlisted man and must go into the steerage with the others," said the purser.

I need hardly say that I felt deeply humiliated, yet could not help feeling amused at the look of horror that came over the face of "my very dear friend," the storekeeper. He vanished like a phantom, and I did not see him again during the seven days I was on the steamer. Yet my rank was the same now as when he had known me before as chief steward and *de facto* executive officer of a large hospital.

#### WITH THE MEN IN THE STEERAGE.

Then I went down to the steerage. The berths were all occupied by civilians, and the 300 recruits were lying on the floor, packed like sardines. Many of them had been drinking before coming on board, and were vomiting on their comrades. Oh, horror! Consort with them? Never!

I returned to the deck and walked rapidly from one end to the other to keep from freezing, my rage growing with each turn. "The government was

glad enough to utilize your services and let you perform duties far above your rank, and for which others were rewarded because they wore shoulder straps and had friends at court, but this is the way it rewards *you*," I kept repeating to myself, and I am not ashamed to confess that the thought of jumping over the rail presented itself more than once that long, long night, and it is hard to tell what might not have happened had not Dr. Edgar chanced to pass my way about midnight.

"Why, steward, what are you doing here at this hour?" he asked.

I instantly exploded. "Doctor," I said, "during the war I rendered such and such services to the government, and now, while traveling under orders, I am supposed to mess and bunk with drunken recruits in the steerage; but I'll die first."

"I admit that your case is a hard one," said Dr. Edgar, after patiently listening to me, "but try and put in the night, and to-morrow Colonel Blake and I will see the captain and do what we can for you."

Sure enough, the next day a stateroom was set apart as a dispensary, in which I was permitted to sleep; but I was there as an object of charity, and not by right.

A couple of years afterwards I made a report of this experience through the regular military channels to the Adjutant-General of the army, and not long thereafter an order was issued allowing non-commissioned officers of the general staff first-class fare when traveling.

#### IMPROVING THE STATUS OF THE HOSPITAL STEWARD.

I may say here that during the war for the Union there existed an association of some 2000 hospital stewards—volunteer and regular—whose main object it was to procure commissioned rank for themselves as such, and if memory does not play me a prank, the House of Representatives did pass a bill giving hospital stewards the rank of second lieutenant.

There existed at that time in the military service a grade known officially as medical cadets, who were supposed to be advanced medical students, and held the highest enlisted rank—that of sergeant-major.

Socially, the government of the United States recognizes just two military classes—commissioned officers and enlisted men.

But to do the American officer justice, if an en-

listed man be really deserving he will find his officer willing to push him on. Before the War of the Rebellion it was about as easy for an enlisted man to obtain a commission as for a camel to pass through the eye of a needle; now his chances are good, if he be young, unmarried, well behaved, and studious.

I myself was a hospital steward throughout my 33 years of active service in the army (1857-1890). A commission was several times within my reach, but I was too stubborn to desire to be a lieutenant, and too proud, strange as that may appear. I wanted the rank of all hospital stewards to be raised, not to the commissioned grade, but to something between non-commissioned and commissioned officer; and I worked to that end, but without success.

#### WHERE PRIDE WOULD NOT GO BEFORE A RISE.

I was stationed for many years at Fort Bayard, New Mexico, and had the good fortune to gain the good-will of both the officers and men of the Sixth Cavalry and Twenty-third Infantry, who constituted the garrison for several years. Surgeon V. B. Hubbard, U. S. Army (peace to his ashes), was the post surgeon, and for him I gradually conceived a warm feeling of respect and admiration, for he was a most conscientious officer and cultured gentleman, affable and considerate in his treatment of all.

The most agreeable relations had existed between him and myself for nearly two years, and it was sad news to me when he came up to the post hospital one afternoon and informed me that he had received an order relieving him from duty at Fort Bayard.

"Now, steward," he continued, "I would like to do something for you before I go; all the officers of the Sixth Cavalry, from Colonel Morrow down, are willing to sign a petition to have you appointed a second lieutenant in the regiment; how would you like it?"

"I thank you and the officers of the Sixth Cavalry," I answered, "but I am 46 years old, and married. I believe that were I promoted to a commission in the Sixth, the officers here, and their families, would treat me and mine as equals, but they could not vouch for the behavior of other officers and their kindred, who do not know me and mine as the officers here do. Besides, I do not care to be a gray-headed lieutenant. So let me stay as I am until I can retire."

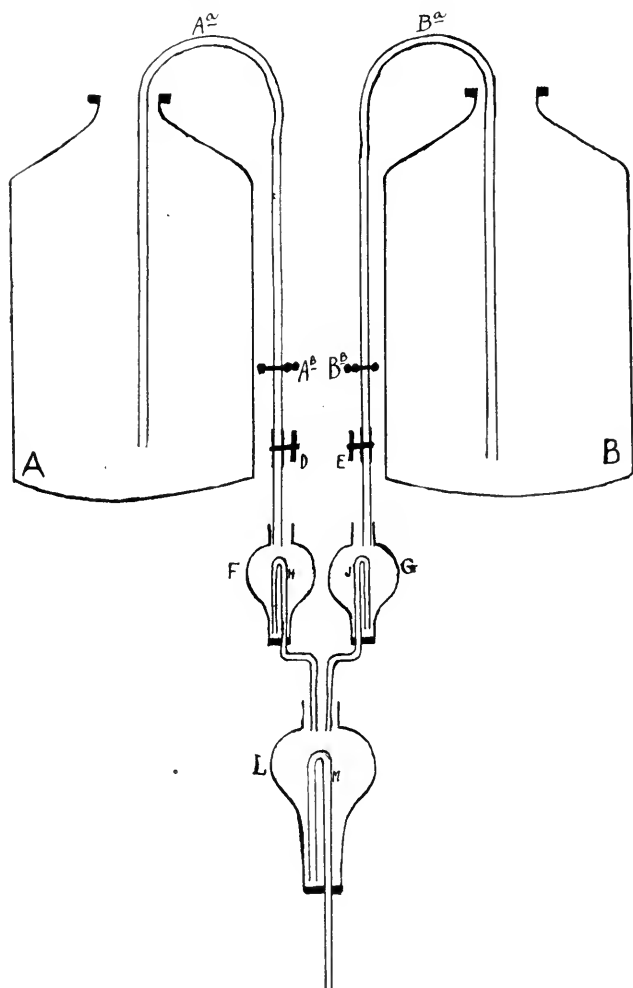
# A STRIKING WINDOW DISPLAY.

An Attractive Exhibit Attained by Chemical Means—Color Reactions Affording an Interesting Spectacle—Performing Magic Before the Crowd—A Novel Means of Catching and Holding the Public Eye.

By L. A. LEBOWICH.

Here is an idea for use in a prescription window display. The exhibit is bound to attract public attention, cause a great deal of favorable comment, and thus augment the sales of the prescription de-

partment. It combines the most necessary qualities of a really effective display—surprise, motion, novelty, and mystery.



partment. It combines the most necessary qualities of a really effective display—surprise, motion, novelty, and mystery.

The materials required are not costly, and the glass-bending is familiar to every druggist. The little effort required in making the display is well worth while; for the apparatus may be put away

and the display repeated at trimonthly intervals. The public will not weary of its repetition.

## HOW TO SET UP THE DISPLAY.

The following is a description of this apparatus:

A and B are symbols for two 5- or 10-gallon demijohns or containers of any kind.

Aa and Ba represent siphons composed of glass and rubber tubing leading from containers A and B respectively.

Ab and Bb indicate two pinch-cocks used on the rubber tubing above D and E. These pinch-cocks are used in shutting off the flow when apparatus is not in service.

D and E represent two stop-cocks, metal or glass, for regulating the flow into receivers F and G.

F and G indicate two small lamp chimneys, each holding about four ounces of liquid.

H and J represent glass siphon tubes passing through bored corks and delivering into L. These two pieces of glass tubing should have a bore of about one-quarter inch so as to discharge the liquid without sucking in too many bubbles of air.

L indicates a larger lamp chimney which would hold a quantity of water about equal to the total volume of the two small chimneys F and G.

M represents a glass siphon tube passing through a bored cork. Containers A and B are supported on a temporary shelf or high platform, while receivers F, G and L are supported by clamps.

## HOW TO REGULATE THE APPARATUS.

To start the exhibit pour a little water into the containers A and B and by suction start the siphons Aa and Ba. By means of stop-cocks D and E, regulate the flow so that receivers F and G will both be filled to the discharging point simultaneously, or nearly so. Both empty into receiver L. The height of siphon-tube M is so adjusted that the combined discharges from F and G would reach a slightly higher level in L than is necessary to start the siphon. This would insure the discharge of the liquids by L soon after receiving them from F and G. Be sure



the bored corks through which the siphon tubes pass are absolutely water-tight. After the stop-cocks D and E have been thus regulated they must not again be tampered with. The pinch-cocks AB and BB are used to stop the operation of the siphons. The testing and regulating of the apparatus may be done in the back room.

The apparatus is then arranged in the window, A and B resting on a high, temporary shelf, F and G being clamped a little below the level of the shelf, and L a little below these. The end of siphon-tube M may be connected with some waste pipe or it may be run through the window-floor into a barrel or other receptacle.

#### HOW TO START IT.

Nearly fill A and B with water. Then, to one, add some concentrated solution of ferrocyanide of potash; and to the other, a small quantity of concentrated solution of ferric chloride, not enough to give any depth of color. Stir the liquid in each container with a separate stick.

The pinch-cocks AB and BB are now released. The two almost colorless liquids should now discharge from 30 to 60 drops a minute (so regulated) into F and G. Soon the contents of both these receivers are discharged into receiver L, where, the moment they combine, a deep blue color is suddenly formed in the liquid, which on reaching the discharging point leaves the receiver through siphon-tube M. In a few moments F and G again discharge their contents into L, as before, and the entire operation is repeated at short intervals.

#### IT WILL INTEREST SPECTATORS.

The whole process is extremely interesting to the public at large. They will stop and watch the water as it leaves the siphons Aa and Ba drop by drop. It will surprise them when the liquids in F and G are discharged suddenly, and their surprise grows to wonder when two colorless liquids before their very eyes combine to form a deep blue liquid which leaves the last receiver in the same unaccountable manner. It is sure to keep crowds in front of the window all day, and will impress them sufficiently with respect for the store so that they will remember its location for any prescriptions or drugs they may need in the future.

The rest of the display in the window may consist of any apparatus or other articles of interest from the laboratory and prescription departments, such as mortars and pestles, graduates, funnels, per-

colators, chemical flasks, old prescription files, chemicals in bottles, and similar material. Labels and explanatory signlets should be freely employed. There should be a large placard stating the hours during which the siphon apparatus will run; an explanation of the process should follow, and lastly some paragraphs should be devoted to describing the merits of the prescription department.

The apparatus may be run during six or eight of the busiest hours of each day. If A and B are five-gallon containers, and if Aa and Ba are regulated to discharge about 60 drops a minute, one filling of the containers will last for eighty-five consecutive hours. Since, however, the cost of the materials wasted is almost insignificant and it is very little trouble to refill the containers, the apparatus may be run longer each day, and, if desired, the rate of flow somewhat increased.

#### VARIOUS MODIFICATIONS.

If color other than blue is desired for the chemical reaction in the liquids, use in container A one of the following solutions A, and in B the corresponding solution B:

Solutions A.	Solutions B.	Resulting color.
1. Sod. salicylate.	Ferric chloride.	Red.
2. Tannin.	Ferric chloride.	Black.

To have two liquids of different colors combine into absence of color, consult the following table:

Compound Solutions A.	Solutions B.
1. Tannin and ferric chloride.	Acid sulphuric.
2. Phenolphthalein T. S. made slightly alkaline with solution of caustic soda.	Acid muriatic of strength sufficient to decolorize.

The first of these two reactions is very striking because of the contrast, a black, inky liquid being decolorized. In the second reaction the contrast of a pink solution being decolorized is not sufficiently striking.

If it be desired to give a little more motion surface to the display, two extra small chimneys like F and G with siphon tubes may be allowed to receive the flow from A and B and then discharge them into F and G.

The apparatus shown in the diagram may be further elaborated so as to show a more complex reac-

tion and increase the observer's surprise. The idea is to have two almost colorless solutions, as in the first example, meet to form a dark-colored fluid which is discharged by L in the usual way, not into the waste pipe, however, but into a duplicate of L made with a lamp chimney somewhat larger than L, which we shall call Z. Here it comes in contact with the discharge from another siphon apparatus which we will call XX, a duplicate of A, Aa, Ab, D, F, H, the siphon tube corresponding to H being made long so as to discharge into Z. As soon as the discharge from XX comes in contact with the dark-colored liquid in Z, the color immediately disappears and the entire fluid is then discharged into the waste pipe. The solutions used in this display are as follows:

Solutions A.	Solutions B.	Resulting color.	Solutions XX.	Result.
1. Tannin.	Ferric chloride.	Black.	Acid sulphuric.	Straw color.
2. Phenolphthalein T. S.	Caustic soda barely enough to color.	Pink.	Acid muriatic enough to decolorize.	Colorless.

The first of these reactions gives excellent results.

In this paper I have given a few of the solutions which may be used for the reactions. The reagents are reasonable in price and the reactions take place promptly. Other combinations of chemicals might, however, be used, thus adding to the variety of colors.

This display is not mere theory. I have myself tried the apparatus on a small scale, and I know the process to be entirely feasible.

## SPECIAL SALES FOR JANUARY.

**The One Month when People Expect to Buy "Left-overs" Cheap—Suggestions for the Conduct of a Sale and the Character of the Advertising.**

**By "AN ADVERTISING DRUGGIST."**

January sales are quite the proper thing. In fact, the people expect them. January is the one month of the year when a store may announce a sale of accumulated stock without laying itself open to suspicion in the least.

Great care should be used in preparing announcements of special sales. A well prepared ad., accompanied by a cataloguing of goods showing both former and reduced prices, printed on a cheap quality of book paper, makes an excellent circular for distribution by mail and carrier. But it must be supplemented by newspaper advertising. Announcements made in newspapers should occupy liberal space, but should be brief and concise in character. In advertising in the daily papers, it is not a bad idea to make a formal announcement of the sale on one day and follow it on the next with a large, strong ad. quoting both old and new prices.

Give a description of the articles in the form of brief selling talks guaranteeing their merit. If the list of sale items is very large, however, no attempt should be made to describe the goods enumerated.

To make a successful announcement of a big sale and arouse the public interest without following it up with constant advertising during the progress of the sale, is fatal to success; people hear no more of the sale and think the attempt a failure. All the custom-

ers will not come on the first invitation. Many of them must be asked repeatedly. If the sale is not just the success you anticipated, don't let that fact detract from the ginger and buoyancy of your ad. Keep up a good front.

There is much diversity of opinion regarding the length of time a sale should continue, but it is generally conceded that a sale brings no profit after the fifteenth day. A ten-day sale is usually sufficient to give all buyers an opportunity to avail themselves of its advantages. The first four or five days ordinarily witness all the rush of buyers to the sale, if the weather is favorable.

In agricultural sections it is wise to include two Saturdays in the sale dates. In a manufacturing or railroad town, where the pay-roll is an important factor in the business interests of the place, it is well to have the sale extend at least one day after payday.

If the advertising be directed to women, it should be bright, chic, and informal in tone. Light-face type and a liberal amount of white space should be used; even the largest display type should not be too black, and the border ought to be of a light and decorative nature. A light-face rule is very satisfactory. Avoid slang.

Where the ad. is directed to men it should be less

graceful and more substantial. Display lines should be strong and black and the border of a sufficiently heavy face to impart an additional air of strength and solidity to the whole ad.

In localities where the buying population is largely composed of foreigners of limited education, the advertising should present the facts so clearly that there will be no chance for misunderstanding. In

such cases it is much better to talk price rather than quality and present arguments to convince the readers that the prices advertised are lower than at any other store. Give reasons if possible, such as your buying in large quantities, your cash system of doing business, or your small store expense. What you accomplish in this advertising will depend largely on what you attempt.

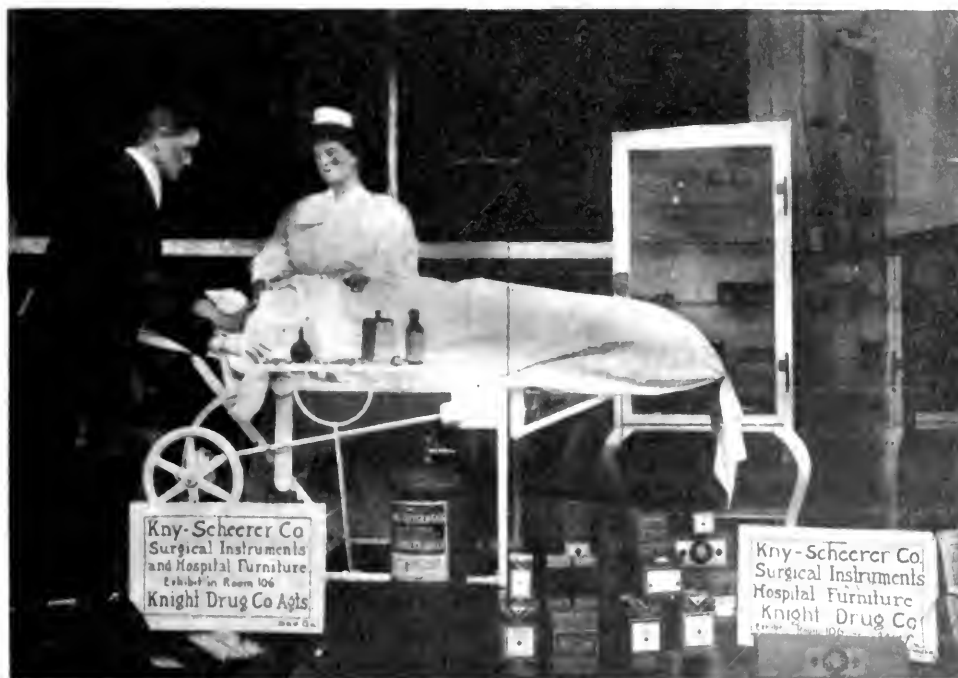
## A NOVEL SURGICAL WINDOW.

Some time ago a novel display appeared in a window of the Knight Drug Co. of Savannah, Ga. Raymond L. Johnson, the manager, arranged the window with a view to attracting the members of the Georgia Pharmaceutical Association, who held their annual meeting there in May of last year. Considering the effect, the exhibit was easily constructed.

Place an operating table and an instrument cab-

On the first Saturday night that this exhibit appeared, there was such a crowd from the window to the gutter that pedestrians were forced to take to the street in order to get by. We are told by Mr. Johnson that a ventriloquist, conversing with the doctor about the patient's ailment, added to the wonder of the spectators.

But aside from the mere curiosity aroused by this



inet in the window. Take three dummies and dress them up to represent surgeon, nurse, and patient. On the stand place instruments such as forceps, amputating knives, and saws; also ether and chloroform. Then put a mask over the patient's nose and mouth, and arrange surgical dressings, cottons, gauzes and oxygen gas as shown in the photograph. These complete the window.

novel display, it excited comment among the druggists who attended the meeting and among the local profession. The window was worth many dollars to the originators. Druggists themselves, indeed, are sending them orders for surgical instruments from all over the State where previously they had been wont to order from the manufacturer or from a surgical instrument house in some large city.

## DOLLAR IDEAS.

### A SIMPLE COSMETIC MOLD.

*Luther Marshall, Lexington, Missouri:* A handy device for molding cosmetic sticks may be made as shown in the first illustration. Roll a piece of wax or oil paper on a round stick and crimp one end.

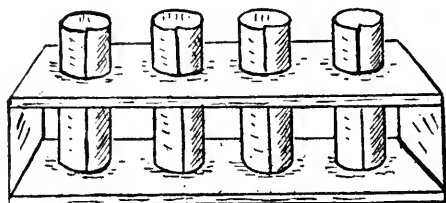


FIG. 1.

Place the paper tubes thus formed in a filter rack and pour in the melted cosmetic, leaving a space at the top for crimping the paper. Obviously, these paper cylinders do away with the necessity of clean-

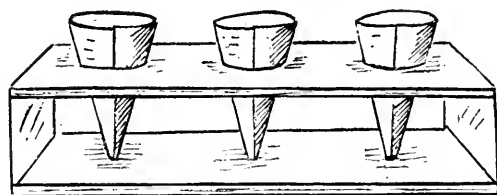


FIG. 2.

ing molds. When the cosmetic becomes cold, remove the cylinder, wrap the cosmetic in tin-foil and label it. Cut No. 2 represents the same kind of contrivance designed for making suppositories.

### HOW TO BIND OLD DRUG JOURNALS.

*Crawford T. Ruff, Montgomery, Alabama:* Preserve every drug journal that reaches your store. If you do not care to purchase binders, or to have the journals bound in the regular manner, adopt the following method: Remove the advertising pages if you desire, and then, with a round, sharp-pointed nail, drive three holes through every copy not far from the back; have one at the top, one in the center, and one at the bottom. Run three pieces of strong twine through these places, and you have the nucleus of what may become a useful and flexible volume of journals pharmaceutical. A classified index, pasted on the outer cover, will add to the convenience of the device. If, however, you bind together in this way volumes of any one journal,

you can put the volume indexes at the end in the regular way. By this means you can keep your drug journals in such condition that they are always available for purposes of ready consultation and reference.

### MAKING THE U. S. P. LINIMENT OF SOFT SOAP.

*W. H. Stark, Palo Alto, California:* The U. S. P. formula for linimentum saponis mollis reads as follows:

Soft soap .....	650 Gm.
Oil of lavender flowers.....	20 Cc.
Alcohol, a sufficient quantity to make	1000 Cc.

Mix the oil of lavender flowers with three hundred cubic centimeters of alcohol, dissolve in this the soft soap by stirring or agitation, and set the solution aside for twenty-four hours. Then filter it through paper, adding sufficient alcohol to make the product measure one thousand cubic centimeters.

I have devised a short cut in the preparation of this product. My plan is to heat the green soap in a porcelain dish until it has liquefied. I then incorporate the alcohol with stirring, and when cold add the oil of lavender flowers. By this process the product may be made in a very short time.

### MAKING YOUR OWN TONIC BITTERS.

*An Iowa Druggist:* I have a formula for tonic bitters which will be of service to those who desire to make their own products. Involving one-half the cost of standard brands, it compares favorably in quality. Moreover, it entails no great outlay, as the druggist may make up a few bottles at a time according to the demand.

Fluid extract prickly ash bark....	2 ounces.
Alcohol .....	5½ ounces.
Water .....	8½ ounces.

Mix.

In this preparation you get the tonic effect of the alcohol together with the alterative action of the prickly ash. Buy the regular "bitter" bottles, using a label that will just cover the panel. Sell at \$1 a bottle.

### A FORMULA FOR DRUGGISTS' PASTE.

*Prentiss I. Minton, Red Bank, New Jersey:* How do you make your paste? Most druggists use gum tragacanth, which is dangerous for this reason: unfortunately some pharmacists paste new labels over old ones to save time, and if they use tragacanth

paste for this purpose the second label will not adhere long, and the first one may be removed by starting it with your fingers. Here is our paste, and it is the "stickiest kind that ever stuck:" Mix 4 ounces of powdered yellow dextrine with enough boiling water to make a thin paste. Boil this until it clears, and add a few drops of oil of wintergreen to preserve it. This paste is inexpensive, simple in formula, and permanent.

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#### A BOOKKEEPING SUGGESTION.

*J. F. Shores, Talladega, Ala.:* Often a customer will dispute one or more items in your bill when you mail it to him at the beginning of the month. Nearly always this is because the articles were secured by some member of his family or by some messenger without his knowledge. I always make it a practice, whenever any one else but the customer himself procures an article and has it charged, to mention the name of the individual in making the original charge in the day-book or blotter. Then, if any particular item is questioned, I can always turn to the day-book and find out who made the purchase.

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#### A TIME AND LABOR SAVER.

*An Iowa Druggist:* All druggists experience two objections in the handling of dry paints, viz., the dirt and inconvenience usually attending their sale. To overcome these objections I have for years adopted the plan of putting up both Venetian red and yellow ocher in double-wrapped 5-pound packages, labeling each plainly, red or yellow. This method is certainly very desirable for the druggist. Moreover, it is equally convenient for the customer, because, whether he wants 5 pounds or 50 pounds, the proportion for mixing remains the same—that is, about 5 pounds to the gallon.

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#### ADVERTISING A CORN CURE.

*L. C. Schneider, Milwaukee, Wisconsin:* Select pieces of gum tragacanth resembling dried corns and bunions and stick these on a sheet of black cardboard so as to form the words "Blank's Corn Cure Removes Corns. Price 25 cents." Don't forget the price. Place this design in your show window with a liberal supply of the "cure" itself and then watch the results. This scheme never fails to give cash returns.

#### A DISPLAY OF LADIES' TOILET ARTICLES.

*T. F. Hubbell, Denver, Colorado:* The sale of toilet articles is enhanced when they are properly displayed. A good way to exhibit such goods to the public is this: Procure a lady's dressing table. On it place everything which is used in the daily toilet. Even hydrogen peroxide should be included in this assortment. Around the table arrange toilet requisites of every kind. Between the front legs of the table, place a large card bearing the words "Everything for the Ladies' Toilet." This completes an attractive display which really helps to sell the line.

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#### EASY METHOD OF MAKING CAMPHOR WATER.

*C. K. Bushey, Dillsburg, Pa.:* A very simple yet efficient way of making camphor water is by circulatory displacement. Take a piece of gum camphor, tie it to a small glass stopper or some suitable sinker, and drop it in a jar filled with distilled water. Set this aside for a few days and the water will be saturated. When you fill the shelf bottle from the stock jar, continue to refill the latter with water until the camphor is entirely gone. In this way you will always have camphor water ready for use.

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#### INCORPORATING POTASSIUM CARBONATE IN OINTMENTS.

*J. J. Quinby, Audubon, Iowa:* To do away with the sandy feeling in an ointment containing potassium carbonate, dissolve the salt in just enough water to effect solution; add ten per cent of powdered soap to the solution and incorporate the mixture in the base. In this way you secure a perfectly smooth ointment.

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#### AN ADVERTISING ADMONITION.

*Crawford T. Ruff, Montgomery, Alabama:* Never be guilty of running an advertisement in any medium *without giving your business address* and your telephone number also. Make everything so plain that a stranger can find your location through the medium of your announcement.

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#### STILL ANOTHER SUPPOSITORY IDEA.

*C. C. Baker, Wrangell, Alaska:* To prevent a suppository mass from sticking to the spatula and tile, moisten the utensils with water. This precaution is well worth observing.

## SELECTIONS.

### PHARMACISTS WITH TROUBLES OF THEIR OWN.

[NOTE BY THE EDITOR.—One of the most interesting discussions at the last annual meeting of the Michigan State Pharmaceutical Association was that in which several speakers described the pharmaceutical conditions throughout the State. W. C. Wheelock and President John L. Wallace, both of Kalamazoo, made it clear that the pharmacists of that city do not lie on a bed of roses. We are quoting the remarks of both these gentlemen.]

MR. WHEELOCK: It is natural for every one to view the profession of pharmacy from his own experience, and gauge it by the condition in which he has seen it. One man was telling me the other day of putting up in his town something like 47,000 prescriptions since 1900. That is the way he works his business. I put up thirteen prescriptions this year! I have not put up as many prescriptions this year as a great many of you put up in one day. I had fair preparation to be able to put up prescriptions as they should be put up; I am in a fair location, but I am under entirely different circumstances than the man who can put up 47,000 prescriptions in those few years.

Down in our neck of the woods we haven't got any physicians at all, only as competitors. They handle fountain syringes, absorbent cotton, and bandages. If they happen to run out they may possibly have to come over to the drug store and get goods at cost prices. One drug store alone, handled and conducted in an ethical manner, would starve, and we are in a town of 40,000 inhabitants. I do not believe one drug store could live on the work that would be turned over to it by all the physicians in the city.

Now, all of us would like to conduct ethical pharmacies, but we have got into business; our life has been devoted to the learning of it. We would like to work along the ethical lines of business, but we are up against these propositions, and we have simply got to do the best we can. Down there in Kalamazoo we put in a few jack-knives, cigars, soda fountain, and I guess we will have to put in a lunch counter.

JOHN L. WALLACE: I want to say a few words in regard to Kalamazoo and set things right in your eyes. We are up against it in the drug business, but not as hard as some people might suspect. I have

sometimes put up as high as five prescriptions in one day. Of course that does not occur very often, but it has happened occasionally. We have one of the best drug organizations I suppose in the State of Michigan to-day.

We are notoriously known as dispensing druggists. I do not know of a drug store in Kalamazoo where, if you came in and asked for something for your liver or a sore finger, we could not give you something for it. I do not know of a druggist in Kalamazoo who would say, "Why, I cannot tell you this. You go up to Dr. Blank." Dr. Blank happens to run a first-class shop, and in connection with it a doctor who does his dispensing. Although Dr. Blank does not himself dispense his own medicines he has the doctor there who does dispense it, and I don't know of very many druggists who would send patients to this physician. Suppose he did. Where would the druggist come in?

There has been quite a little discussion among some of us as to having a "good-feeling" meeting of some kind and getting the doctors with us so that we get together on this question. We haven't any hope whatever of ever getting our doctors back to a sound basis of prescribing. What we have hopes of doing is to eliminate to a certain extent the prescribing of nostrums. We have doctors who deliberately and with knowledge aforethought prescribe patent medicines, and they do it in many cases and in large quantities. They buy patents for 75 cents and sell them to the patient for a dollar, dispensing them as medicines and charging for them.

### THE JOBBER AS AN "ANGEL."

[NOTE BY THE EDITOR.—Much has been said during the last year or two about the scarcity of drug clerks. Many reasons have been ascribed for the phenomenon. Among other things it has been declared on more than one occasion that the jobber, in encouraging clerks to become proprietors, has aided in congesting the ranks of druggists and depleting the ranks of clerks. Secretary Wooten, as we explained in an editorial last month, dwelt upon this point at the last convention of the N. A. R. D., and declared that hundreds of young men, led to become proprietors in this way, failed utterly to make a success of their businesses and became little more than "vassals of wholesale houses." All of which lends point and substance to the following "fable," borrowed from the August number of *Modern Pharmacy*.]

There was once a drug clerk who suffered the Tortures of Ambition. He was tired of working for 15 Simoleons a week. He was Sick and Disgusted with 13 hours a day of Hard Labor, and two even-



ings a week and every other Sunday was too little time off for a Man of his Talent and Love of Independence.

He made up his mind he would Blossom out into a Proprietor. He would be the Boss, and the Other Fellow would do the Hard Work. He would Make the Money and the clerk would get along with the 15 per. He would do as he pleased, go to the Variety Once or Twice a Week, take in a Ball Game every other day or oftener, smoke Cuban Havanas instead of Pittsburg Stogies, and in short be Somebody in the Community.

It was a Happy Dream.

But this Ambitious Clerk, with the Love of Independence surging through his breast at a hot clip, had very few Spondulicks with which to Buy a Store—and there weren't any stores lying around loose to be had for Nothing.

At this Embarrassing Juncture a polite and generous wholesaler offered to Help the Young Man in Getting a Start. The two hundred Silver Dollars which the youth had managed to scrape together were used as a Nest Egg, and the other eleven eggs were furnished by the obliging Jobber, who took a mortgage on the Whole Nest just as a Matter of Formality.

Everything was Ready for the Hatching. A cheap store with a small stock was purchased; a clerk was hired; a messenger boy was employed to deliver goods; and the Ambitious Proprietor, lighting a two-for-a-quarter Havana, leaned in a Proud and Haughty Manner against the rear show-case and waited for the Rush of Customers.

But alas and alack! the customers came not. A few straggled in for a Postage Stamp or a nickel's worth of Rochelle, but they didn't help much to Pay Expenses. At the end of the first week it was hard to scrape Enough Money together to pay the clerk, and the messenger boy, not being Frantically Busy, was permitted to hunt for another job until Things Should Pick up a Bit.

The second week the Clerk was five dollars shy on his salary, and he decided to take to the Long Timber and Look Hard for Something Better. The Proprietor, with the Love of Independence still in his breast, was left alone on the Burning Deck. By this time the Unwelcome Fact had been driven into his Cranium that he had better Get Busy.

He decided to make a Virtue of Necessity and do without any help. He did everything from cleaning Cuspidors to Dispensing Prescriptions (when there

were any to dispense). He bought a cot-bed and slept in the back room. He worked sixteen hours a day. He ate a ten-cent lunch behind the counter whenever he Had the Price. He Never went more than Ten Feet away from the Front Door.

The Variety Shows he had planned on seeing were not for him. The only Ball Games he saw were those played by the Neighborhood Kids on the street outside the store. Instead of smoking Bock pantelas he took to a clay pipe and Hand-made long cut. The independence that he had Dreamed about was a Snare and a Delusion.

Well, the Jobber who had Befriended this Poor Youth soon wearied of his Philanthropy. There was Nothing in it for him, and he Foreclosed the Mortgage. Out into the Cold, Unsympathetic World went the Youth with the Love of Independence in his Breast, a Sadder but perhaps a Wiser Drug Clerk.

*Moral:* Ambition without Brains and Sense is a Dangerous Thing.

#### THE FREE ANTITOXIN EVIL.

[NOTE BY THE EDITOR.—The druggists of several of the cities and States of the country periodically have their troubles with the health authorities and the legislatures who aspire to distribute antidiphtheric serum to any one who may ask for it. For the health commissioner of a city or a State to give free antitoxin to the indigent poor who cannot afford to pay for it is one thing: to give it to everybody, poor, well-to-do, and rich alike, is a vastly different thing. Just now the druggists of Illinois are finding their sales of antitoxin cut off by the action of the authorities in distributing antitoxin promiscuously, and we are reprinting a recent article of protest from "N. A. R. D. Notes." It seems quite likely that the situation there will result in a concerted action on the part of druggists to prevent the next legislature from being so extravagant and unjust in its antitoxin appropriation.]

Complaint has reached this office to the effect that the humanitarian efforts of the State and local authorities to save the lives of the indigent poor by providing them with free antitoxin has resulted in gross abuses which deserve the serious attention of the drug trade.

"Notes" glories in the spirit of human brotherhood which prompts the people, through the instrumentality of their government, to go down into their pockets for the wherewith to provide antitoxin for families whose financial circumstances do not enable them to buy this remedy so much needed in every case of diphtheria.

But "Notes" and the retail drug trade object, and object seriously, to the indiscriminate giving away of antitoxin or other drug-store products to people who are abundantly able to pay for them. On all goods given away, even when the druggist acts as agent for the health authorities, there is no profit in the transaction to any one.

The druggist is willing and glad to give his services in any work of humanity which touches his business. But he insists that it is an outrage for well-to-do people to receive free antitoxin simply because they have a "pull" with some easy-going doctor. He objects to being thus deprived of a profit which he earns and is justly entitled to under such conditions.

On investigation we find that in the city of Chicago the health commissioner has installed a system of regulations which do not permit of any marked abuse of the municipality's generosity towards and kindly care of its diseased poor. We would like to hear from "out in the State" and from other States as to the conditions there.

If the druggists are losing a large amount of

profits on the legitimate sale of diphtheria serum because of lax methods of State and municipal administration by which this biological product is given away indiscriminately, it is up to them to discover the irregularities and bring them to the attention of the proper authorities. Let us all act promptly in this important matter.—"N. A. R. D. Notes."

#### SOME NOVEL VIEWS REGARDING REREGISTRATION.

[NOTE BY THE EDITOR.—Many arguments have been heard, pro and con, regarding the advisability and justice of the renewal or reregistration fees provided for in the pharmacy laws of nearly all the States. The BULLETIN has always been inclined to take the ground that while, theoretically, the State should enforce all laws at its own expense, since laws are passed in the interests of the public welfare, it is wise in practice for pharmacists to pay the cost rather than have no legislative protection themselves. For it has often been found that legislatures are unwilling to pass an appropriation for the enforcement of pharmaceutical measures—and even unwilling to enact such measures in the first place. H. H. Green, of Bloomington, Ill., in a paper read before the Illinois Pharmaceutical Association, has given still other reasons



AN UP-TO-DATE DRUG STORE IN CENTRAL OHIO.—The new Sixteenth Avenue pharmacy of the Harrington Drug Co. of Columbus is modern in every detail. The manager, Edward Winslow Harrington, is the son of Frank Harrington, who for years conducted one of the largest wholesale and retail stores in Hocking Valley. The pharmacy shown in the accompanying illustration is the second one opened by the enterprising young man. The window is always trimmed in a manner that invites attention. A phrase which has become quite popular in connection with the Harrington stores, and which is used in their advertisements, is "the obliging druggists." The title has been well earned, as the proprietor and clerks are always ready to accommodate the public.

why the practice of reregistration should be continued by the pharmacists of the various States without cavil. We are printing a portion of Mr. Green's paper.]

I want to urge upon any committee that may be appointed to take up this question of legislative support what I consider to be a very serious step. The advantages of the pharmacy law are so great as compared with what they would be without it that the paying of a \$1.50 fee for the privilege of continuing business as it is, or even \$10 a year, is a mere bagatelle. It is the best investment that can be made.

All over the State you will find people inveighing against the pharmacy law. At the same time, if you will tell them its advantages they will change their minds. I do not believe we ought to accept State aid if it should be offered. In the first place, when the Board of Pharmacy requires every pharmacist and assistant to report to it annually, they have an absolute directory of all the druggists of the State.

By this means the discipline, which is so essential to the life of the law, is maintained. There are, in addition to this one, many other arguments against the proposition to be taken care of by an appropriation, and I can think of none in favor of it.

Let us suppose that State aid is given. As we know, there are enemies of the pharmacy law out all over the State, and at every session of the legislature bills are introduced to repeal or mutilate the law. All these enemies would have to do, in case we were supported by State funds, would be to center their fight on the committee on appropriations, and if they were strong enough to defeat the appropriation, your law would be dead.

Again, if the Board of Pharmacy is dependent upon the legislature for financial aid, all sorts of demands will be made upon the Board of Pharmacy for registration of friends of the members of the committee in return for the appropriations. Propositions of this sort are quite common now, but how much worse it would be if the Board was dependent upon the legislature for appropriations.

The benefits derived from this law are too great to have it jeopardized by any such change. You can well afford to pay the annual fee of \$1.50, and increase it if necessary. Do not ask the State to furnish the means for carrying out the law. If you do, you deliver yourselves to the mercy of politicians.

To my mind, such action would be the height of folly, and I entreat you never to take this step.



AN UP-TO-DATE DRUG STORE IN CENTRAL OHIO.—The Harrington Drug Co. have installed this fine soda fountain in their new store. All the appointments of the room reflect the progressive spirit of the proprietor. The show-cases are of recent model. Stamps and postal money-orders may be secured from the post-office substation in the rear of the store. A messenger boy is constantly in attendance to deliver orders. Mr. Harrington has won a pronounced success by his progressive policies in advertising and by the superiority of his drug service.

## LETTERS.

### THE CLERKS AND EARLY CLOSING.

To the Editor:

I do not expect the pharmaceutical journals to publish or comment very much on the paper read at the recent meeting of the A. Ph. A., and entitled "More to Think About." Anything favorable to the drug clerks is extremely unpopular; it is "everything for the proprietor." Drug clerks are not considered these days.

In connection with the movement for shorter hours and Sunday rest it may not be without interest to note the following from the address of the president of the Retail Clerks' International Protective Association at the convention held in St. Joseph, Mo., July 16, and which later was referred to the committee on organization:

"More effective plans should be outlined for the organization of the drug clerks. Their working conditions are generally very bad and their working hours very long. If the finances of the association will permit, I recommend the appointment of a special organizer for the drug trade, said organizer to be a drug clerk. I recommend to our locals the Columbus plan of establishing drug sections in their locals, giving the drug clerks the privilege of transacting the business pertaining to their own calling, electing their own officers and reporting to the meetings of the local such matters as they deem advisable."

WM. F. KAEMMERER.

Columbus, Ohio.

[NOTE BY THE EDITOR.—Editorial comment on Mr. Kaemmerer's paper, "More to Think About," will be found elsewhere in the present issue of the BULLETIN. We need only remark in this place that we have always been in favor of earlier closing and Sunday rest, and that we have never lost an opportunity to advance the movement.]

### ONE DRUGGIST'S FIRM POLICY REGARDING SUNDAY SALES.

To the Editor:

I notice from time to time items and discussions regarding Sunday closing, and would like to give the plan which has worked to my satisfaction. We make it a rule not to sell in our store anything but drugs on Sunday. In a stand like this it is necessary to stick to the letter, for to show partiality is worse than to open up and sell to every one. When the trade knows what our rule is they will not ask for tabooed goods. It might be said that to be

strict in this way will hurt business. My experience has taught to the contrary, for since putting the plan into force our business has increased not less than 50 per cent. I consider that it is not right to live a life supposed to be a result of chance and good luck, but to trust to One who giveth all things to enjoy. When it is necessary for me to keep alive by desecrating the holy Sabbath by an open violation of the commandments, I shall seek relief in some other business. This is a moral stand, but let others try it and see the success that will result from it!

MARION M. INABINET.

McColl, S. C.

### A SIGNIFICANT OBJECT-LESSON.

To the Editor:

After more than two months' trial the local druggists have not only demonstrated the feasibility of closing at 6 P.M., but the volume of business is about the same as when we were open till 9 and 10 o'clock. This is surprising, particularly in my case, as formerly I did about the same volume of business per hour after 6 P.M. as during the day. The only loss we sustain is in being closed all day on Sunday with the exception of one hour. We cheerfully sustain this loss.

OTTO M. HARTER.

Norwalk, Ohio.

### ONE WAY TO APPLY FOR A JOB.

To the Editor:

Messrs. Arnott, Lambie & Co. recently advertised for a drug clerk in one of the newspapers on the Island of Trinidad. The following letter was one of the answers received:

DEAR SIR—Referring to your ad. in the "Mirror" to-day for an assistant druggist, I beg to offer my services for the job. I am an expert chemist, a graduate of the Morgue, and can mix drugs, paints, drinks, and any old thing—more particularly drinks.

I have had a wide experience and can come well recommended by many of my bum friends. I have a diploma from the "Central College of Embalming" which goes to show that what drugs I do mix will surely kill. I have also had several years' experience in Kid McCoy's saloon in New York, where I tended bar and acted as bouncer. You had better give me the job, for you will no doubt find me a valuable asset.

Salary is no object—I am working for my health. I can only take the place on one condition, however, and that is, that you show me the combination of the safe. Leave the rest to me.

Yours faithfully.

This rather fresh letter was evidently written by a New Yorker? Do you not think so?

Lynnfield Centre, Mass.

GEORGE C. FROLICH.

**BASHAM'S MIXTURE: AN ERROR CORRECTED.**

To the Editor:

Referring to my article entitled "Three Familiar Preparations" on page 510 of the December BULLETIN, I find an error in the formula of Basham's mixture. The quantity of dilute acetic acid should be  $1\frac{1}{2}$  drachms instead of  $1\frac{1}{2}$  ounces as published. The formula which I submitted to the December BULLETIN makes a clear preparation, but is not the official one.

The following formula for Basham's mixture also makes a bright, clear solution. The iron content complies with the requirements of the U. S. P., but the quantity of ammonium acetate is somewhat less than that prescribed in the U. S. P.:

Solution of ammonium acetate.... $2\frac{1}{2}$  ounces.  
Dilute acetic acid .....3 drachms.  
Tincture chloride of iron.....2 drachms.

Mix the ingredients in a graduate in the order written. On close observation a slight effervescence will be noticed. Let the mixture stand a moment and then proceed, adding:

Elixir of orange.....1 ounce.  
Glycerin .....1 ounce.  
Water .....1 ounce.

New Carlisle, Ind.

L. J. GRAFFORT.

**SPIRIT OF PEPPERMINT.**

To the Editor:

I wish to submit a formula for making spirit of peppermint extemporaneously which will correspond in strength to the official preparation:

Oil of peppermint ..... 100 Cc.  
Tincture of peppermint leaves, 25  
per cent ..... 40 Cc.  
Alcohol, sufficient quantity to make..1000 Cc.

The tincture of peppermint may be made in the usual manner by macerating the peppermint leaves in alcohol for seven days. While this process may not be original, BULLETIN readers can, I believe, use it with benefit.

A. B. ROBERTIELLO.

New York, N. Y.

**MAKING COMPOUND RESORCIN OINTMENT.**

To the Editor:

We suggest that in the manufacture of the compound resorcin ointment, N. F., the following method be used:

Triturate the resorcinol, zinc oxide, and bismuth subnitrate with a small quantity of hydrous wool-fat; add the remainder of the wool-fat, and then the paraffin and petrolatum, previously melted together,

and place the mortar over a gentle heat until a thick liquid is obtained. Remove the mortar from the fire and add the oil of spike. Triturate constantly until cool.

C. H. McMURRAY, Ph.G.

Abbeville, S. C.

B. O. BERRY, Ph.B., Ph.G.

**WHAT DO YOU THINK OF THIS?**

To the Editor:

I am enclosing a little note which just came in. It might cause a laugh from some of the readers of

10 ¢ Bad Back  
powder  
and a little  
machine to it

the BULLETIN if you care to publish it. The customer evidently wanted some insect powder and a powder gun to use it with.

H. A. SANGER.

Minneapolis, Minn.

**SHE WANTED IT STRAIGHT!**

To the Editor:

The other day, while in the store of Don Ray & Co. at Galt, California, a little girl brought in the attached order. Being a little different than any-

25¢ bottle cascara straight  
no taste killer in it.

thing I have ever seen, I thought you might like to use it in the BULLETIN. Evidently the patient didn't believe in aromatic cascara!

CARSON ANGEL.

Alameda, Cal.

**FROM IRELAND.**

To the Editor:

I am a subscriber to your BULLETIN, and we certainly have nothing on this side the pond to equal it, and I get some very valuable hints in it. I look forward eagerly for it, although it is a fortnight late when I get it, but still it is new to me when it arrives.

Belfast, Ireland.

H. TODD.

## BUSINESS HINTS.

### Two Neat Cards.—

These ads. are attractive. They are refreshingly different from the usual effort along these lines. The talk is something more than a mere business announcement that So-and-So sells

### A Delicate Throat

Probably you haven't had any trouble for several months, but you may have now.

Cool nights and snappy mornings may bring unpleasant reminders of a delicate throat.

If you grow hoarse without any apparent reason, if an ugly little hack arises, you need

### Syrup of White Pine and Tar

at once.

It soothes and heals.

Best of all, it prevents those severe spasms of coughing which are so likely to produce soreness of the lungs.

Price, 25 Cents

**FUHRMANN'S PHARMACY,**  
E. Capitol and Eighth Street

### Fuhrmann's Cold and Grippe Tablets

**WILL CURE A COLD  
IN A DAY**

They are a **quick, sure, and reliable** cure for the grippe, colds, headache, and neuralgia, leaving no bad after-effects. Ask about them.

**MONEY REFUNDED  
IF NOT SATISFACTORY**

PRICE, 25 CENTS

**Fuhrmann's Pharmacy**  
E. Capitol and Eighth Sts.

cough syrup at a certain address; but at the same time it has the virtue of brevity. The paper is white cardboard, the ink blue. We reproduce typographical arrangement. These cards may be wrapped in counter packages or they may be inserted in Seidlitz-powder and headache-powder envelopes.


### Advertising a Cough Cure.—

Wilkinson & Co., Keokuk, Iowa, publish a little pink sheet which has the tone of an informal business talk. The text is

# C O U G H S

**Never Neglect a Cough**

To anyone who has a cough—  
—in addition to the actual distress you are enduring because of your cough, you must remember that if you neglect your cough there is danger of its developing into something very serious. A simple COUGH is the beginning of every case of CONSUMPTION and if that simple cough had been cured while it was still "only a cough" there would have been no consumption following the cough.




**Every time you COUGH**

you put an unnatural and severe strain upon the extremely delicate membranes and tissues which line your throat, your bronchial tubes and the air passages of your lungs. End this strain just as soon as possible by taking prompt steps toward the complete and permanent curing of your cough. The **QUICKEST** and **SUREST** cure for coughs and the one cough remedy that we personally recommend is


Certain Quick Cure

## 25c Uvulu 25c

### Cough Cure



Uvulu will cure your cough—cure it quickly—cure it completely. It cures a cough with the least possible delay and is such a thorough remedy that you will undoubtedly prefer it. Its soothing, irritation-removing effect upon an inflamed, "raw" throat makes it especially valuable to sore throat sufferers. It will soothe and soothe right on the "ragging" spots.



Uvulu is a FAMILY COUGH REMEDY—it cures baby's cough—it cures the coughs of children—it cures the coughs of adults—it cures the coughs of the old folks. It is one such a reliable effective and quick-acting remedy for coughs as you should always have on hand to promptly shake off any cough created by any remedy of your family.

CURES ANY COUGH

written in second person with the same freedom which one might employ in speaking. A glance at the cuts indicates the character and function of the preparation advertised.

### Advertising an Emollient Cream.—

With the advent of winter, druggists generally will be pushing an emollient cream for the relief of chapped skin. A good ad. for the purpose is particularly seasonable. Below we are printing in reduced size a circular issued by Judd's Pharmacy, West Hartford, Conn. It may be read at a glance:

## YOUR CHAPS DISAPPEAR LIKE MAGIC

WHEN YOU USE

## FLORODORA CREAM

Good for your Hands

Good for your Face

Good for your Lips

Good for Shavers

Good for Chaps

Good for Girls

Good for Ladies

Good for Men

Good for 25 cents

## THEN YOU WILL SAY GOOD FOR JUDD

### An Ethical Circular.—

Hynson, Westcott & Co., Charles and Franklin Streets, Baltimore, are known to be "ethical" pharmacists. Their business comprises no side-lines whatsoever, not even toilet goods and sundries, and is given up entirely to legitimate pharmacy. In many respects it is the most remarkable drug store in the United States, and considering the limitations of its field it is all the more surprising and gratifying that a building comprising three stories and basement is required to transact the business. In a recent circular addressed to the medical profession Hynson, Westcott & Co. outlined their policy in the following language, which evidently flowed from the literary pen of Mr. Hynson himself:

#### "FOUNDATION OF OUR FAITH."

We believe that careful, discriminating, and conscientious physicians and surgeons—medical men who are earnestly caring for their patients and jealously guarding the honor of their profession—will take pains to encourage and fearlessly advocate the support of a pharmacy which continues to faithfully follow as its

#### POLICY

- 1st. The rigid exclusion of all irrelevant so-called side lines; including soda water, cigars, candy, toys, etc.
- 2d. The condemnation, non-advertisement and non-sale of nostrums, preventive appliances, abortifacients, and the more careful restriction of the sale of habit-forming drugs.
- 3d. The careful, conscientious, and intelligent selection, preparation, and examination of medicines, regardless of the cost or trouble required to procure or prepare them.
- 4th. The laying of such equitable and just charges as will make it possible to treat all patrons fairly, while insuring sufficient revenue to allow a proper and consistent conduct of the business.



### A Pharmaceutical Window Trim.—

The BULLETIN has always contended that an attractive window trim can be constructed out of strictly pharmaceutical material. The truth of this contention is evident from the accompanying photograph, exhibiting a display in the window of the Physicians Pharmacy Co., of Youngstown, Ohio.

Everything in it pertains to prescription work. A long placard extending completely across the window reads "A



Few Articles that We Use in the Compounding of Medicines." This idea is carried out by an assortment of utensils, drugs, and chemicals. Any one who observes the arrangement closely will detect much symmetry in what at first glance appears to be a mere collection of utensils and packages. The objects are well placed. Certainly the whole display is in good taste. Any exhibit which exploits the prescription end of the business is well worth the effort.

### An Anniversary Circular.—

D. Chas. O'Connor, proprietor of the White Drug Store in Fitchburg, Mass., is a hustling and resourceful druggist. We have had occasion to reproduce several of Mr. O'Connor's windows from time to time. It is now our pleasure to say a few words regarding Mr. O'Connor's fourteenth anniversary week, celebrated a month or two ago.

A handsomely printed and illustrated circular of four pages was gotten out to announce the affair, and it was 9½ by 12½ inches in size. A cut of the interior of the pharmacy appeared on the first page. In order to make the anniversary week one of unusual interest to the people of Fitchburg, special prices and bargains were offered. Thus, a 5-cent post-card was given free with every 15-cent purchase of post-cards, and a 10-cent card free with every 25-cent purchase. A 25-cent cake of imported soap was thrown in with every 50-cent purchase of a certain line of toilet soaps. A 25-cent box of face powder was wrapped up gratis with every 25-cent box of a certain brand of violet toilet paper—and a number of similar offers were made. No fewer than 4600 copies of the circular were distributed from door to door throughout the city, while 200 were posted to names on a special mailing list and 200 more distributed in the store. The week was a successful one, and the last three days of the sale far exceeded anything in Mr. O'Connor's experience.

### Two Suggestive Ads.—

There is one way whereby the druggist may prevent department stores from taking the business on bay rum and witch hazel. Let him carry a better quality of these products and advertise the fact in a clear, forceful manner to his patrons.

B. S. Cooban & Co., of Chicago, have gotten out some convincing ads. on these products. The druggist whose witch hazel contains 15 per cent of alcohol, and whose bay rum is manufactured from a pure oil of bay or a superior bay laurel, need have no hesitancy about using some such method to exploit them. The department store products simply won't bear comparison, and a little forceful advertising will soon apprise the people of the fact.

We reproduce Mr. Cooban's ads. as follows:

#### DISTILLED EXTRACT

## WITCH HAZEL

(HAMAMELIS)

The many uses to which this long-tried remedy can be successfully applied are known to every prudent housewife. It is indeed a household remedy, valuable in many cases.

**FOR INFLAMED EYES**—Reduce one-half—bathe eyes through the day—at night lay a soft wet cloth on them.

**FOR SORE FEET**—Simply sponge with the extract. An immediate relief will be noticeable. . . . .

**FOR CATARRH**—Dilute one-half and snuff up the nostrils. . . . .

**FOR ULCERS AND OLD SORES**—Reduce with soft water and bandage the affected parts with a soft linen cloth that is kept moistened. . . . .

As this is our own preparation we can guarantee its worth. It is one of the best sellers in our stock.

Price, 15c and 25c a Bottle

**B.S.COOBAN & CO.**

559 W. 63d St., CHICAGO.

## IMPORTED

## BAY RUM

A Delightful Toilet Necessity.

This is a Bay Rum that we feel absolutely confident will please the most fastidious. It is refreshing to the scalp, reviving to the hair, and its use will prevent dandruff and retain the hair in its natural glossy luster.

Some Bay Rums on the market are dangerous to use by reason of the doubtful ingredients of which they are made up. Ours is an imported Bay Rum—the very best that can be offered. It is put up in a half-pint bottle—highly perfumed—and the price is

25 Cents

**B.S.COOBAN & CO.**

559 W. 63d St., CHICAGO.

### Sending Soap Samples to Customers' Houses.—

Some months ago Mr. Chas. J. Fuhrmann, Washington, D. C., gave away 1000 cakes of soap by way of advertising. They proved very effective in securing new customers, while many old patrons also bought some of the soap thus exploited. The samples cost 3¼ cents a cake in lots of 1000. They were distributed at houses where the door-bell was answered. "My boys did the work," says Mr. Fuhrmann, "so none was wasted by leaving several cakes at one place. In this way I covered a large territory around my store."

## PRACTICAL PHARMACY.

### Alcohol Percentages and the Food and Drugs Act.—

The food and drugs act specifies that the percentage of alcohol and certain narcotics must be stated upon the label of all medicaments, and the Board of Food and Drug Inspection, in interpreting the act, have given very little latitude in the determination and statement of alcohol percentages. That a greater degree of latitude should be permitted, and that the alcoholic content of a fluidextract, for instance, may vary considerably after the product is manufactured, are important points which have recently been brought out by Prof. John Uri Lloyd in an article in the *Eclectic Medical Gleaner*. Professor Lloyd emphasizes the fact that fluidextracts and certain other alcoholic liquids are likely to throw down precipitates, in which event the supernatant liquid becomes stronger in its percentage of alcohol. Thus a fluidextract that contains 50 per cent of alcohol when freshly made will assay above 50 per cent if any sediment be thrown down, and "the alcoholic proportion increases in accordance with the amount of precipitate which separates out."

In order to get at the exact facts, Professor Lloyd took a number of resin-bearing liquids of known alcoholic strength, mixed them with their own bulk of water, and allowed the sediments to separate. The supernatant liquids were then assayed. The result was multiplied by 2, as the preparations were only half the strength of the original liquids. In each instance there was a decided increase in the proportion of alcohol, as shown in the following table:

NAME.	Freshly assayed.	After precipitation has occurred.
Podophyllum.....	53 per cent.	60 per cent.
Eriodictyon.....	77 "	86 "
Leptandra.....	61 "	62 "
Jalap.....	83 "	98 "
Cimicifuga.....	83 "	90 "
Cimicifuga.....	68 "	70 "
Hydrastis.....	71 "	72 "

Professor Lloyd is thus led to the belief that the government will need to investigate the facts carefully, and will find it necessary to make proper allowances for inevitable changes in alcoholic strength.

### Three N. F. Preparations.—

The Committee on the National Formulary is inviting suggestions for the betterment of the book. We reprint from the *Bulletin of the A. Ph. A.* three criticisms which the committee has elicited.

*Magma Magnesia*.—E. A. Sennewald, St. Louis, writes: After repeated trials we find the magma or precipitate will not gather sufficiently to allow it to be taken up on the straining-cloth. We have decanted five or six times in each experiment, and always, at the last decantation, the magma which is left amounts to 1800 or 2000 Cc.

*Syrupus Rubi Aromaticus*.—J. M. Francis, Detroit, Mich., calls attention to a mistake in the formula and directions which results in the production of 1090 Cc instead of 1000 Cc. of syrup. He suggests that instead of directing 450 Cc. of blackberry juice, 300 Cc. should be added to the percolate,

and then, after the sugar is dissolved, enough more should be used to make the product measure 1000 Cc.

*Elixir Quinina et Phosphatum Compositum*.—George L. Kelley, Everett, Mass., writes that this elixir, prepared according to directions, forms a precipitate after two or three days. He has tried various experiments, such as using freshly prepared syrup of calcium lactophosphate, increasing and diminishing the amount of alcohol and of potassium citrate, the addition of citric and phosphoric acid in partial replacement of the latter, and the substitution of muriate and glycerophosphate of quinine for the sulphate. The only perceptible inhibition of precipitation, and that was but slight, was gained through diluting the product, one-third to one-half, with water.

### Fluidextract of Senna.—

Edward S. Dawson, in a paper read before the New York State Pharmaceutical Association, comments on fluidextract of senna. A call for syrupus sennæ, U. S. P., from a specialist on children's diseases started him to studying the formula for the fluidextract. This interested him because the official process aimed at depriving the senna leaf of its griping principle. He made up 1500 Cc. of the fluidextract and observed the following facts about the amount of menstrua employed and the cost of the finished product: To thoroughly exhaust 1500 grammes of Alexandria senna, in No. 30 powder, Mr. Dawson used 5025 Cc. of alcohol. While this quantity of menstruum may have been excessive, his only gauge for the exhaustion of the drug was the color of the percolate. Until this was only slightly tinged with green, that volume of alcohol had been used. After the drug had been exhausted with alcohol and then air-dried, the balance of the process was easy and yielded a fluidextract of a dark-brown color, with a pronounced but not unpleasant odor, and a sweetish-bitter taste. What surprised him in the manufacture of this fluidextract was the quantity of menstrua employed, that of alcohol being 5025 Cc., that of diluted alcohol 5750 Cc., or an approximate total of 7900 Cc. of alcohol. This fluidextract cost him about \$1.75 per pint, but had he used a still for the recovery of a part of the alcohol, this cost would have been somewhat reduced. Mr. Dawson has not had a call for syrup of senna since making the fluidextract, and he thinks this preparation will not become popular in his section of the State.

### A Formula for Liquid Soap.—

For a good, cheap, liquid soap I. V. S. Stanislaus, Ph.G., B.S., suggests the following preparation:

Take of  
 Linseed oil .....300 grammes.  
 Place in a strong and capacious bottle and add a solution of  
 Potassium hydroxide (U. S. P.).....61 grammes,  
 in a mixture of  
 Alcohol .....100 grammes.  
 Water, distilled .....150 grammes.  
 Agitate the mixture vigorously during twenty-four hours, or until  
 it is completely saponified. Mix this product with  
 Alcohol .....200 grammes.  
 Water, distilled .....200 grammes.  
 Perfume with  
 Oil of bergamot,  
 Oil of orange,  
 Oil of cassia,  
 Oil of spearmint, of each .....2 grammes.

The above liquid soap made by cold saponification costs less than twenty cents per pint and gives satisfaction.

## QUERIES.

*Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

### Regarding the Food and Drug Law of Arkansas.

J. L.—We have submitted your questions regarding the pure food and drug law of Arkansas to Mr. C. M. Woodruff, a Detroit attorney who has made a considerable study of food and drug legislation, and we are quoting his reply as follows:

The food and drug law of Arkansas is peculiar in that it makes the manufacture of an adulterated or misbranded drug unlawful, but not the sale of it. Whether this was intentional or merely an oversight it is hard to say; yet it remains the fact that one may be fined not to exceed \$500 on the first conviction, etc., for manufacturing within the State an adulterated or misbranded drug, while no penalty is provided for selling it. Nevertheless the same law provides that the officers charged with the enforcement of the law may condemn for destruction a drug offered for sale which they shall deem to be adulterated or misbranded. Whether the courts would sustain this provision of the law is questionable.

It must, of course, be understood that neither the Federal nor any State law makes it unlawful to sell a drug product simply because it is not guaranteed. It is merely provided that when a dealer has sold or offered for sale a product which is lawfully ascertained to be adulterated, he shall not be prosecuted if he can establish a guaranty given by the party from whom he purchased the drug, whereupon such party shall pay the penalty instead. This provision can have no practical effect under the State law of Arkansas as it stands at present, since the manufacturer is the only one in any event upon whom a penalty can be imposed, and the provision does not contemplate the exemption of the manufacturer from the law.

The question that really concerns you is: Will the officers who are charged with the enforcement of the law have the power to condemn to be destroyed valuable products on your shelves which they may deem to be misbranded or adulterated? Inasmuch as prescriptions are exempt from the provisions of the law, we think in any event those products on your shelves which are kept for your prescription business will not be subject to this destruction clause. Pharmaceutical manufacturers generally provide correction labels for such of their products as contain alcohol and other ingredients not already named on the label, and we suggest that you write each manufacturer interested for these labels with instructions how to apply them.

### Polish for Bars and Counters.

J. N. S. wants a bar polish which does not contain gasoline or benzene. The following formulas have been recommended:

- (1) Linseed oil ..... 8 ounces.  
Stale ale ..... 8 ounces.  
Hydrochloric acid ..... 1 ounce.  
Alcohol, 95 per cent. .... 1 ounce.  
White of 1 egg.

Mix. Shake before using. Clean out the dust and dirt, using an appropriate brush, or a bit of cloth wrapped around a stick; then apply the mixture, with a soft brush or a bit of cotton wrapped in silk. In fact, any convenient method of applying it will suffice.

- (2) Japan wax ..... 1 av. ounce.  
Oil of turpentine ..... 3 fluidounces.  
Linseed oil ..... 16 fluidounces.  
Alcohol ..... 3 fluidounces.  
Solution of potash ..... 1½ fluidounces.  
Water to make ..... 32 fluidounces.

Dissolve the wax in the turpentine and add the other ingredients, diluting the potash solution with the water before adding it to the other ingredients. Stir the mixture briskly until it is well mixed.

### Remedies for Head Lice.

C. H. S. wants a safe and effective remedy for head lice.

Staphisagria is employed as a local application for the destruction of lice and itch-mite. For this purpose it may be applied in an ointment or in a lotion composed of equal parts of the fluidextract and ether. Applied to an abraded sur-

face, however, it will cause much irritation, and care must be employed in its use.

The official cresol compound ought to be effective if used in a one-per-cent solution. Some of the medicinal soaps on the market inhibit the growth and reproduction of these parasites. Germicidal soap (McClintock) is especially useful.

### Worm Remedies.

W. A. S.—(1) Troches of santonin, U. S. P., are recommended for a vermifuge.

- (2) Santonin ..... 50 grains.  
Sugar, fine powder ..... 4 ounces av.  
Tragacanth, fine powder ..... 50 grains.  
Orange-flower water ..... sufficient.

Triturate the santonin to fine powder, add the tragacanth and sugar, mix the ingredients well, make into a mass with the water, and divide into 100 lozenges.

These are the "troches of santonin" of the U. S. P. Plain water may be substituted for the orange-flower water.

The dose for a child 1 year old is 1 lozenge night and morning; of 2 years, 2 lozenges; of 4 years, 3; of 8 years, 4; of 10 years or more, 5 to 7 lozenges; in all cases to be taken twice daily, and continuing until worms are evacuated.

- (3) Fluidextract of spigelia ..... 4 fluidrachms.  
Fluidextract of senna ..... 4 fluidrachms.  
Fluidextract of buckthorn ..... 1 fluidounce.  
Santonin ..... 40 grains.  
Alcohol ..... 4 fluidounces.  
Cacao, powder ..... 1 ounce av.  
Simple syrup, enough to make ..... 40 fluidounces.

Make the cacao into a smooth paste with a portion of the syrup, heat the mixture to boiling, allow it to cool, dissolve the santonin in the alcohol, add the fluidextracts, then the chocolate syrup and the remainder of the syrup, and mix the whole by agitation.

### Tincture of Larkspur Seed.

J. M. H.—H. M. O'Neil contributed the following formula to the Kansas City meeting of the American Pharmaceutical Association two or three years ago:

- Larkspur seed ..... 100 Gm.  
Potassium carbonate ..... 10 Gm.  
Alcohol ..... 500 Cc.  
Water, enough to make ..... 1000 Cc.

Mix the larkspur and the potassium carbonate with 500 Cc. of water, boil the mixture for five minutes; when cold add 500 Cc. of alcohol, mix and strain, and pass sufficient water through the strainer to make the product measure 1000 Cc.; if not sufficiently clear, filter through paper.

Mr. O'Neil stated that this formula was originated by Mr. A. W. Firth. It had been used by Mr. O'Neil for some years, and he believed that it was owing to the superior quality of the preparation over that generally manufactured that so large a sale had been worked up for it. The usual method is to macerate the seed in alcohol for a continued period, and this, observed Mr. O'Neil, produces a pale, straw-colored tincture, containing a slight percentage of the active principle, delphinine, and being of uncertain strength.

### Elixir of Terpin Hydrate with Wild Cherry.

W. M. B.—Francis Heim gave some formulas for this preparation at a meeting of the Missouri Pharmaceutical Association. The following is a specimen:

- Terpin hydrate, powdered ..... 256 grains.  
Alcohol, deodorized ..... 12 fluidounces.  
Fluidextract wild cherry, U. S. P. .... 2 fluidounces.  
Glycerin ..... 2 fluidounces.  
Tincture vanilla, U. S. P. .... 2 fluidrachms.

Dissolve the terpin hydrate in the alcohol, add the glycerin, fluid-extract of wild cherry, and the tincture of vanilla. Mix thoroughly and

incorporate with the above quantity two drachms of powdered pumice and filter through a well-wetted filter. Refilter the preparation if necessary until it is brilliantly clear.

*Note.*—Each fluidrachm contains two grains of terpin hydrate and seven and a half minims of fluidextract of wild cherry bark of the United States Pharmacopœia.

In order to include codeine in this combination dissolve 16 grains of codeine phosphate in  $\frac{1}{2}$  ounce of water and add the solution to a pint of the elixir. Thus each fluidrachm will contain one-eighth grain of the codeine salt.

#### *Compound Elixir of Glycerophosphates.*

M. J.—H. A. B. Dunning, writing in the April BULLETIN, 1906, gave the following formula for elixir of glycerophosphates compound. It contains, among other ingredients, iron, quinine, and strychnine:

Calcium glycerophosphate .....	128 grains.
Sodium glycerophosphate .....	128 grains.
Iron glycerophosphate .....	16 grains.
Manganese glycerophosphate .....	16 grains.
Quinine glycerophosphate .....	8 grains.
Strychnine glycerophosphate .....	1 grain.
Glycerin .....	2 ounces.
Syrup .....	2 ounces.
Alcohol .....	1 ounce.
Sodium citrate .....	$\frac{1}{2}$ ounce.
Acid hypophosphorous, 50 per cent.....	minims.
Water, sufficient to make.....	1 pint.
Oil of orange, or other flavoring, sufficient.	

The calcium glycerophosphate is rubbed smooth with glycerin and then 6 ounces of water added. To this solution is added the sodium glycerophosphate, dissolved in one-half ounce of hot water. The iron glycerophosphate, manganese glycerophosphate, and sodium citrate are mixed with one ounce of water and heated until dissolved. The quinine glycerophosphate and strychnine glycerophosphate are mixed with one-half ounce of water and, having added the hypophosphorous acid, is warmed until solution is effected. These solutions are then all mixed together, the syrup poured in, and the alcohol and enough water added to make 16 ounces.

The important feature of this formula is that instead of using citric acid, which is incompatible with calcium salts in solution, due to the tendency to form the insoluble calcium citrate, hypophosphorous acid is employed. Furthermore, there is only sufficient sodium citrate present to be entirely occupied with iron salt, and its presence, according to the experience of the writer, causes no precipitate with the calcium salt, but is of value in effecting a clear, greenish-yellow, attractive solution. The quantity of alcohol directed in the formula is not sufficient to cause precipitation and is desirable as a preservative. Either the syrup or glycerin, or both, may be increased in amount, and the water decreased if thought desirable to make a heavier liquid.

#### *A Dry Shampoo.*

I. A. W.—Preparations of this character are highly spirituous. The following is a typical formula:

White Castile soap.....	1 drachm.
Oil of lavender.....	1 drachm.
Alcohol .....	8 ounces.
Water .....	3 ounces.

Macerate for a day or two, filter, and add

Mix. Ammonia water, 10-per-cent.....1 ounce.

#### *Transfer Paper.*

J. L.—Rub into thin white paper a mixture of 6 parts lard and 1 part beeswax, with sufficient fine lampblack to give it a good color; apply the mixture warm, and not in excess.

Under exactly the same conditions use a compound consisting of 2 ounces of tallow,  $\frac{1}{2}$  ounce of powdered black-lead (graphite),  $\frac{1}{4}$  pint linseed oil, and enough lampblack to produce a creamy consistence.

#### *Automatic Mechanisms.*

J. L.—A small clock-work motor suitable for driving a toy machine in a window display may be secured from a number of places. We refer you to the Hubley Manufacturing Co., Lancaster, Pa.; also to Ingersoll & Bro., 51 Maiden Lane, New York. A clock-work motor might not run long enough to be satisfactory. If that event you may want an electric motor. The latter may be obtained from Eimer & Amend New York, or the Western Electric Co., Chicago.

#### *Asthma Powder.*

J. C. C.—We do not publish the formulas of proprietary preparations. But the following compound may serve your purpose. It is known as Mackenzie's asthma powder:

Lobelia .....	1 ounce.
Black tea .....	1 ounce.
Stramonium .....	1 ounce.
Potassium nitrate .....	1 ounce.
Anise .....	1 drachm.
Fennel .....	1 drachm.

Attention to the stomach will do most for many asthmatic patients. An important point is to take the heaviest meal early in the day, and very little solid food after 2 P.M. Shower-baths and out-of-door exercise, not, however, to a fatiguing extent, are serviceable.

#### *A Troublesome Prescription.*

R. J. C. writes: "Below appears a prescription from which I do not get the best results. I am unable to make a good solution of the ingredients."

Salicylic acid .....	$\frac{1}{2}$ ounce.
Liquor ammonium acetate.....	4 ounces.
Spirit of nitrous ether.....	1 ounce.
Simple syrup .....	1 ounce.

If compounded as follows, a clear preparation may be obtained, which, however, darkens on standing: Mix the liquor of ammonium acetate with the spirit of nitrous ether. Dissolve the salicylic acid in the solution and add the syrup.

#### *To Prevent Eye-glasses from Steaming.*

B. A. N.—The following paste has been used for this purpose:

Potassium oleate .....	2 ounces.
Glycerin .....	1 ounce.
Oil of turpentine.....	1 drachm.

Soft soap may be used, instead of the potassium oleate, though the results are not as satisfactory. Melt the oleate and glycerin together on a water-bath; then add the turpentine. Should the paste be too thick, it may be thinned by the addition of more glycerin.

#### *The National and United States Dispensatories.*

J. L.—Either the National Standard or the United States Dispensatory is a complete compendium of pharmaceutical information. Both are based on the eighth revision of the United States Pharmacopœia. If you want a book for general reference, either of these works will prove highly satisfactory. The United States Dispensatory is published by the J. B. Lippincott Company of Philadelphia, the National Standard by Lea Brothers & Co. of Philadelphia and New York.

C. W. T.—"Currier's oil" is commonly called tanner's oil. It consists of fish oil. This product is employed for tanning leather and is also used on horses' hoofs.

## DRUGGISTS' SPECIALTIES.

### *Perborate of Soda in Cold Cream.*

A. B. C. writes: "Can you inform me regarding the properties of sodium perborate? May I use it in cold cream as a tan remover?"

We have had no personal experience with this new oxygen salt. However, we have tried the addition of hydrogen peroxide to cold cream containing borax. This makes a preparation similar to the one desired by our correspondent. Our experiments were not entirely satisfactory. While some ladies liked the product, others complained of a "burning" sensation on applying it to the skin. So we abandoned the preparation.

In the April BULLETIN, 1906, Mr. Frank P. Robinson contributed the following formula for making sodium perborate:

Sodium borate.....	5 Gm.
Solution of sodium hydroxide, 5 per cent....	60 Cc.
Solution of hydrogen peroxide.....	75 Cc.
Distilled water.....	30 Cc.

Dissolve the sodium borate in 30 Cc. of boiling, distilled water. Cool, add the solution of sodium hydroxide, and then the solution of hydrogen peroxide. Set the mixture aside for twenty-four hours to permit the crystals of sodium perborate to form. Wash the crystals several times with distilled water. Collect and dry them on bibulous paper.

A very interesting article on this salt and its uses by Richard von Foregger appeared in the *American Druggist*, and was reprinted in the BULLETIN for July, 1906. The doctor particularly recommended it for a foot powder, because it slowly liberated nascent oxygen, destroying the odor and

lessening the acidity of the perspiration. He gave several formulas and mentioned the need of an oxygen face cream; but so far as we know, no one has printed such a formula. You might experiment in this direction and publish the results for the benefit of others.

We suggest that you use as a starter the same amount of sodium perborate that you would of borax, and increase the amount until you strike it right. Let us hear from you.

### *Criticism of a Hair Tonic Formula.*

E. C. M. submits for criticism a formula for a hair tonic. He is thinking of adding it to his specialties. He also wishes information about stating the content of alcohol on the label.

#### HAIR TONIC.

Fluidextract of sage.....	8 fluidounces.
Tincture of green soap.....	7½ fluidounces.
Tincture of cantharides.....	1½ fluidounces.
Glycerin .....	4 fluidounces.
Chloral hydrate .....	20 drachms.
(or menthol, 160 grains)	
Cologne or bay rum.....	15 ounces.
Oil of bergamot.....	4 fluidrachms.
Oil of sweet orange.....	4 fluidrachms.
Alcohol .....	4 fluidounces.
California brandy,	
Water, of each sufficient to make.....	1 gallon.

Sage is considered of value as an addition to hair tonics. It is astringent and has a tendency to darken the hair. Whether it has any real value we are unable to say; but as you have made it the main part of your formula, you must have had some experience or knowledge of its good effects.

The tincture of green soap we should omit. Tincture of cinchona and tincture of cantharides are all right. Cut out the 160 grains of chloral; use instead 45 grains of menthol.



THE CUSTOMERS OF A NORTH DAKOTA DRUGGIST.—This interesting photograph was recently taken in front of the store of McDonald & Pomroy in Dickinson, North Dakota. It exhibits a number of Grovon Indians who had just visited this popular firm of druggists to make some needed purchases. Lest those who read while they run may assume that every individual depicted is an Indian, let us hasten to explain that the gentleman at the extreme right boasts no such ancient and distinguished ancestry. He is Mr. C. A. Robinson, manager of the Minneapolis branch of Parke, Davis & Co. Mr. Robinson happened to be on hand when the picture was taken, and it would seem from the attitude of the little papoose in his arms that he had been giving it a dose of chlorotene.

Omit the cologne, bay rum, and brandy. Your formula would then read:

Fluidextract of sage.....	8 fluidounces.
Tincture of red cinchona.....	3 fluidounces.
Tincture of cantharides.....	1½ fluidounces.
Glycerin .....	4 fluidounces.
Menthol .....	45 grains.
Oil of rose geranium.....	1 fluidrachm.
Oil of bergamot.....	4 fluidrachms.
Oil of sweet orange.....	4 fluidrachms.
Diluted alcohol, to make.....	1 gallon.

Mix, let the mixture stand a few days, and filter it.

According to the Federal law the quantity of alcohol contained in the finished product must be stated on the label.

#### Roup Cure.

Ellis wants a formula for the cure of cholera, limberneck, and roup, with directions for using.

We answered a similar query for our friend last year, and we can add nothing to what was stated at the time.

Mr. H. C. Fueller, of Grafton, West Virginia, says he has had good success with a roup cure. He colors granulated copper sulphate with aniline red and sells it in a package of 25 drachms for 50 cents.

The directions on the package read: "Dissolve one teaspoonful of the red powder in a gallon of soft water. The resulting solution is drunk by the chickens. Bathe their heads in it when they are sore."

W. B. S.—Any jobber in perfume material could supply you with such coloring matter as you suggest: several such houses will be found mentioned in the advertising columns of the BULLETIN. We are not familiar with the particular toilet product mentioned in your letter.

## BOOKS.

### A HISTORY OF CHEMISTRY.

A book with the foregoing title has been written by Dr. Hugo Bauer, of the Royal Technical Institute in Stuttgart, Germany. Translated by R. V. Stanford, B.Sc., it has been published in London by Edward Arnold and is sold at 3s. 6d. The book is intended to supply students of chemistry with an outline of the general development of the science. Interesting accounts are given of the chemistry of the ancients, of the period of alchemy, the period of phlogistic chemistry, the work of Lavoisier, Dalton, Gay-Lussac and Berzelius, the development of organic chemistry and the chemistry of the present day. All these periods are treated as exhaustively as the space permits, with accuracy and with considerable literary skill, and the book should be of some value to the historic student.

### A NEW WORK ON CHEMICAL DIAGNOSIS.

"Clinical Chemistry," by Elias H. Bartley, B.S., M.D., Ph.G., has recently come from the press. This manual will be of much value to any pharmacist who may engage in the examination of urine, gastric contents, blood, feces, and milk. It contains innumerable qualitative tests for detecting pathological products in the body. This book is published by P. Blakiston's Son & Co., Philadelphia, and costs \$1.00 net.

### A BOOK ON PLANT ANATOMY.

While the phenomena of modern science are seldom new, they are constantly eliciting from research scholars a further and more ultimate explanation. "Plant Anatomy," by Prof. William Chase Stevens of Kansas University, is a good example of this movement. It is written particularly with a view to explaining the development and functions of plant tissues. Professor Stevens aims to delve within the cell in order that he may indicate more fully the physical and chemical reactions by which plants wrest a sustenance from their environment. The chapters on plant nutrition contain one feature which we have never observed in any similar work, namely, diagrams showing the intake of food elements by the cell.

While Professor Stevens's book is a capital explanation of plant growth, it is not a work on pharmacognosy. There are, however, some excellent chapters on the use of reagents and stains. The chapters on microscopy and staining are perhaps the only ones in the book which will be of much interest to the laboratory student of pharmacognosy. Stevens's *Plant Anatomy* is published by P. Blakiston's Son & Co., Philadelphia, and costs \$2.00 net.

### A MEDICAL HANDBOOK FOR DRUGGISTS.

A useful little book entitled "The Chemist's Dictionary of Medical Terms and Treatment" has just been published at the offices of the *Chemist and Druggist*, 42 Cannon Street, London, E. C. The text comprises an alphabetical arrangement of medical terms and disease names. Each is first defined and the definition is then followed by a concise statement of the therapeutic treatment indicated. The book was prepared by a general medical practitioner in England who is also an experienced pharmacist. The little volume comprises 285 pages of text and is of a size suitable for slipping in the pocket. The cost is 2s. 6d. net in London, and the book is sold in this country by McKesson & Robbins, of New York City.

### A CONVENIENT DOSE BOOK.

"The Stearns Dose Book" is a useful pocket compendium. It enumerates practically all of the drugs in use, covering many medicaments in addition to those official in the Pharmacopœia. Doses are given in both the apothecaries' and the metric system. At the end of the book is a table of solubilities, a short chapter on poisons and antidotes, and a brief treatment of the subject of prescription incompatibilities. The Stearns Dose Book will be sent free to any druggist or clerk who encloses 4 cents postage in his letter to cover the cost of mailing. The publishers are Frederick Stearns & Co. of Detroit.

### TWO PHYSICIANS' CALL LISTS.

The BULLETIN office is in receipt of editions for 1908 of two very popular and well-known physicians' visiting lists—"The Physician's Call List and Record," published by E. G. Swift of Detroit, and the "Physician's Visiting List," published by P. Blakiston's Son & Co. of Philadelphia. Both are too well known to need any further description. They have been referred to annually in the BULLETIN for many years past. Familiar features are to be found in them, and they have of course been revised and brought up to date.



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## THE MONTH'S HISTORY.

### FOOD AND DRUG LEGISLATION.

From a news point of view the subject which seems to loom largest on the pharmaceutical horizon just now is food and drug legislation. Amendments to the Federal act have been introduced in Congress, while bills based upon the national law have either been introduced, or have been brought into readiness for introduction, in the legislatures of several States. Last year, when upwards of thirty States followed the initiative of the Federal Congress, New York resisted the enactment of a food and drug law on the ground that some experience ought to be had with the Federal act before it was made the subject of universal adoption. The New York druggists are ready this year to introduce a bill in the legislature

at Albany, but there has been more or less disagreement between the various branches of the drug trade over some of the details of the draft. The Federal food and drugs act provides that products may depart from the standards of the U. S. P. and the N. F. in case "the standard of strength, quality, or purity be plainly stated upon the bottle, box, or other container." This provision has been the source of considerable contention among the New Yorkers, and it has been the chief subject of discussion at several special meetings called for the consideration and adoption of a suitable measure.

* * *

### THE QUESTION OF STANDARDS.

The retail druggists and the members of the Board of Pharmacy in New York State have been inclined to insist that no departure from the standards of the N. F. and the U. S. P. should be permitted in a food and drug law, even though the facts be stated on the label. The jobbers and the manufacturers, on the other hand, have been equally insistent that the Federal provision be adopted in the New York bill, and up to this writing no agreement has been effected. It seems likely, however, that a compromise will be reached ere long, since a struggle between different branches of the drug trade in the legislature would be unseemly and would invite the attacks of those outside the trade. We must confess that our sympathies are wholly with the jobbers and the manufacturers on this proposition. The whole essence of the Federal act is this: "Tell the truth on the label and let the consumer know what he is buying, thus eliminating fraud and deception. Cotton-seed oil must not be called olive oil, nor shall apple jelly be so colored, flavored, and labeled as to be purchased for currant jelly. Let the people understand what they are getting so that they may purchase supplies with their eyes open." This, we repeat, is the fundamental principle of the whole act, and this is a much wiser position to take than one which would dictate arbitrary and detailed standards from which no departures would be permitted under any circumstances.

**SOME LATITUDE  
NECESSARY.**

Manufacturing pharmacists have found, for instance, that a number of fluidextracts and other products are much more satisfactory and permanent in character if made from menstrua slightly different in strength or character from those prescribed in the Pharmacopœia. If they use such menstrua, and if the alkaloidal and the drug strength of the product be exactly that prescribed by the U. S. P., are their products to be declared adulterated within the meaning of the law? Are manufacturers, indeed, to have their hands so tied that they cannot improve upon pharmacopœial processes for ten years until another Pharmacopœia has been revised and published? Would such a condition of things make for progress in pharmacy and for a better advancement of the public health? As we write it looks as though the New Yorkers would agree upon a compromise leaving room for differences in menstrua and insisting upon the U. S. P. and N. F. standards as to alkaloidal and drug strength. But there is still another reason why the proviso in the Federal law should be adopted also in New York and in other States. It is this: there must be uniformity between Federal and State enactments if confusion and embarrassment are to be avoided.

* * *

**THE NEW JERSEY  
SITUATION.**

The New York druggists, indeed, ought to profit by the experience of their New Jersey brethren. A food and drug law was enacted in New Jersey last year, and the very provision of the Federal act which we have been discussing in the foregoing paragraphs was stricken out. Scarcely had the bill passed the legislature before the drug trade of the State realized what a blunder had been perpetrated. This year we find the drug interests of New Jersey combining in an effort to amend the law in such manner that the standards of the U. S. P. and the N. F. may be departed from providing the facts are plainly stated upon the label, an exception being made, however, in that none but strictly official preparations of opium, iodine, and camphor shall be dispensed. It seems quite likely that such an amendment will be adopted at the present session of the New Jersey legislature. Of the thirty pure food and drug bills enacted in various States last year, only two or three others in addition to the New Jersey

measure were robbed of the qualifying provision of the Federal act. We have not been informed as to whether the mistake is to be corrected at the next sessions of the respective legislatures, but we may say that these bills have been the object of general dissatisfaction among students of pure food and drug legislation.

* * *

**THE FAMOUS  
LABELING CLAUSE.**

Another feature of the pure food and drug laws which attracts considerable attention is that referring to the presence in medicaments of alcohol, morphine, opium, heroin, cannabis indica, and certain other narcotics. The drug trade of the country has properly expressed a great deal of dissatisfaction because prescriptions and N. F. and U. S. P. preparations were not exempted from the clause of the Federal act specifying that the amount of these substances be mentioned upon the label. That the law will in time be amended at this point seems reasonably certain. In the meantime the great majority of the State laws have made the necessary exemption and we observe that the proposed measure in New York is sound in this respect. A bill has recently been approved in Maryland for introduction in the State legislature, but we note that while prescriptions are exempted from the labeling clause, preparations of the N. F. and the U. S. P. are not—certainly a mistake which the druggists of the State will realize in time. In Mississippi and one or two other States pure food and drug legislation is to be enacted this year, but we have not seen copies of the proposed laws.

* * *

**AMENDMENTS TO  
THE FEDERAL ACT.**

In the meantime several amendments to the Federal food and drugs act have been introduced in Congress. One, fathered by Senator Gallinger, proposes to make the "Homeopathic Pharmacopœia of the United States" a drug standard alongside the U. S. P. and the N. F. Some objections have been registered against this amendment, one argument being that there is an "American Homeopathic Pharmacopœia" which is used quite as much as, if not more than, the book specified by Senator Gallinger, and the standards of which would consequently be rendered illegal in case the Gallinger amendment carried. A second amendment to the Federal act would make it unlawful to print on

the label a statement to the effect that a product is "guaranteed under the food and drugs act of June 30, 1906." The purpose of this amendment is of course plain: it represents an endeavor to prevent language being used on the label which would seem to suggest that a product had been guaranteed by the government itself. But it has wisely been pointed out that the Board of Food and Drug Inspection has abundant administrative power to regulate this matter by rulings and regulations without the necessity of congressional enactments. Furthermore, in outlawing the phrase quoted above, Congress would make illegal the very phrase which the government officers themselves constructed and directed manufacturers to employ!

* * *

#### WHO SHOULD ENFORCE PURE DRUG LAWS?

Who should enforce food and drug legislation in the States, at least those sections referring to drugs? Should the statutes be placed in the hands of the dairy and food commissioner, the board of health, or the board of pharmacy? These questions have been uppermost during the last year or two, and reference has several times been made in the BULLETIN to the fact that in strikingly few cases have boards of pharmacy been given any jurisdiction over the enforcement of food and drug legislation. In New York State the drug trade is determined to make a strong effort to place the enforcement of the drug sections of the proposed law in the hands of the board of pharmacy. Prof. James H. Beal, in a paper read before a meeting of food and drug chemists and reprinted in one or two of the drug journals, declared that while the food and dairy commissioner usually has the machinery for the enforcement of legislation of this kind, the board of pharmacy ordinarily has neither the machinery nor the money to instal it with. If the pharmacy boards are therefore to be vested with this new authority, asserted Professor Beal, they must be provided by the State with sufficient funds for the purpose. That this is an important phase of the situation can scarcely be gainsaid.

* * *

#### DRUG INSPECTION IN NEW YORK.

In New York State, however, the Board of Pharmacy is not as poverty-stricken as many of the other boards unfortunately are, and it may be added that the New Yorkers have for several years

carried on a very efficient and thoroughgoing inspection of drug stores throughout the State. That they have the machinery available for the enforcement of a pure drug law can scarcely be questioned. From the last annual report of the New York Board, rendered in Albany early in January, we find that 2912 stores have been inspected during the year. The Eastern Branch of the Board collected 3594 specimens of drugs and found 370 of them deficient in character—a good average considering that those particular drugs were selected for examination which are from their very character ordinarily found below the standards of strength. The Middle Branch examined 748 specimens and found 76 of them deficient. The Western Branch collected 126 specimens and found 15 deficient. It was stated in the report that in all cases the goods had been purchased by inspectors who were not known personally to the druggists, and that subsequently half of each sample had been left with the seller in order that, if desired, he might have an independent investigation made and protect himself against any possible imposition or error.

* * *

#### PRACTICAL EXAMINATIONS.

Another question came up at the annual meeting of the New York Board of Pharmacy which interests us considerably. George Reimann declared in his presidential address that during the last year the board had been gradually abandoning practical work in its examinations, and he expressed a strong conviction that this was a serious mistake. He recommended that examinations hereafter consume two days of time; that the written examination be given during the morning and the afternoon of the first day; and that the second day be entirely devoted to practical work beginning at 10 o'clock in the morning. That President Reimann's position on this question was absolutely sound, we do not doubt for a minute. Practical dispensing work at board examinations is a vital necessity if the real ability of the candidate is to be determined on the one hand, and if, on the other, quiz-compend crammers are to receive the "plucking" which they deserve. During the last few years, fortunately, five or six boards of pharmacy have adopted practical examinations, and we certainly hope that neither the New York Board nor any other will take a backward step.

**GOVERNMENTAL  
PATERNALISM.**

Representative De Armond, a member of the House of Representatives from Missouri, and a prominent floor leader of the Democratic party, has introduced a measure into Congress providing for the manufacture and sale of antidiphtheric serum by the Federal government. The bill would authorize an expenditure of \$100,000, and the serum would be supplied to the medical profession at a price not exceeding 10 per cent above the cost of production. What possible reason is there for the government to undertake the manufacture of diphtheria antitoxin? Why not make quinine pills, shoes, fancy vests, or any other article used by the consumer? What excuse can be invented for this unwarranted interference with private enterprise? If antidiphtheric serum were difficult to get in the open market, or if the available supply were impure, unsafe, or otherwise unsatisfactory, some reason might be ascribed for this proposed action of the government. The only argument so far advanced is that the commercial price is a large one, but students of the subject know that the manufacture of biological products involves so large an equipment, and means so much expense, care and precaution of every kind and nature, that the cost of production is necessarily very great. Nothing in the situation excuses the government for interfering with manufacturing houses on the one hand, or, on the other, with retail druggists who distribute the serum to physician and patient.

* * *

**DRUGGISTS AND  
LIQUOR SELLING.**

The druggists of one of the counties in Kansas have recently been criticized for the illegal sale of liquor, largely as a result of the activities of a local temperance society. At a conference held primarily for the purpose of instructing the druggists as to the nature of the law, the prosecuting attorney for the county, in the presence of a probate judge who was also in attendance, told the pharmaceutical men that intoxicating liquors were being freely sold in many drug stores throughout the county; that to sell to minors or to men who were in the habit of becoming intoxicated was made a crime by the law of the State; that ignorance of the law was no excuse; that liquor could only be sold by the druggist for medicinal purposes; that each purchaser must state the disease for which the liquor was wanted, must hold

up his hand and be sworn, and must make but a single purchase on each affidavit; and that in thus selling liquor only for medicinal purposes any sale above a half-pint might properly be considered as suspicious. At the end of the conference the druggists all promised to assist the prosecuting officers, to observe the law in letter as well as in spirit, and to coöperate with the officials in the detection and punishment of consumers who make false statements in order to procure liquor for other people.

* * *

**PATENT-MEDICINE  
BILL IN CANADA.**

Our pharmaceutical friends across the border in Canada have been discussing patent-medicine legislation for the last two or three years. So wide a difference of opinion manifested itself last winter that the bill which had been introduced in the Dominion Parliament was finally tabled. A new measure has now made its appearance, the central feature of which provides that no patent medicine may be sold unless a license has first been procured from the Minister of Inland Revenue. Appended to the bill is a list of about 30 drugs, chief among them being such substances as alcohol, acetanilide, belladonna, chloroform, cocaine, morphine, opium, strychnine, phenacetine, etc., the amount of which in any patent medicine must in every case be stated on the label. In order to procure a license the manufacturer must submit specimens of his product to the Minister, together with a statement of the exact content of any of the proscribed drugs, and a certificate will then be issued by the authorities providing the facts are found to be as stated, and providing also the dangerous drugs are not considered to be present in excessive quantities and the product is not deemed to be inimical to the interests of the public health. This licensing system has much to commend it, and to many students of the subject it seems about the only wise solution of the problem of patent-medicine regulation.

* * *

**EARLY-CLOSING  
REFORM.**

There are many evidences that early-closing reform is gradually if slowly coming into its own. In Fort Dodge, Iowa, the druggists of the city have agreed to keep their stores closed on Sunday between the hours of 1 and 5 o'clock, and they will close every evening except Saturday an hour before the accustomed time. In Waterville, Maine,

an 8 o'clock closing hour has been generally adopted, applying to every evening except Saturday, while on Sundays the stores will be closed all day long. In many other towns and cities similar agreements have been effected. Two or three interesting letters on the subject of shorter hours and Sunday closing will be found elsewhere in the present issue of the BULLETIN.

* * *

#### OKLAHOMA REQUIREMENTS.

Now that Oklahoma and Indian Territories no longer exist, the territorial boards of pharmacy have passed away with other evidences of the old condition of things, and Governor Haskell has appointed a Board of Pharmacy for the new State of Oklahoma. The Board comprises W. F. Dodd, of Cadde, president; J. C. Burton, of Stroud, secretary; and F. B. Lillie, of Guthrie, treasurer. The Board has temporarily adopted the rules and regulations of the Oklahoma territorial board and has consequently provided, among other things, that the qualifications imposed for full registration are four years of practical dispensing experience, a high-school education or its equivalent, and evidence of a good moral character. Assistant pharmacists must have had two years of practical experience, a common-school education, and must present evidence of a good moral character. It is apparent that in some respects the standards of the Board of Pharmacy of this newest State in the Union might well be adopted in States where the boast is made of an older and more perfected civilization!

* * *

#### A HUNYADI DECISION.

An interesting case has recently been decided by the Circuit Court of Appeals sitting in Cincinnati. Emilie Saxlehuer, owner of the Hunyadi Springs of Budapest, Austria-Hungary, and producer of the Hunyadi water, brought suit against Edward Wagner, of Cincinnati, seeking to prevent him from making and selling "Artificial Hunyadi Janos." Wagner contested the case vigorously, declared that in labeling his product "Artificial" he had acted in good faith, and insisted that he had neither misled the public, misrepresented his water, or infringed upon the rights of Mrs. Saxlehuer. The court sustained Wagner's claim and dismissed the case. Julius Greyer, a member of the Wagner firm, and incidentally a member also of the Ohio Board of Pharmacy, is largely

entitled to the credit for fighting Mrs. Saxlehuer and bringing the case to a successful conclusion. The suit has figured in the courts for upwards of seven years.

* * *

Dr. C. H. Irion, president of the Louisiana State Board of Health, is causing the druggists of the State, and particularly those of New Orleans, a few bad half-hours over the threat to adopt a measure prohibiting the refilling of prescriptions. The druggists declare that while it would be perfectly proper to prohibit the repetition of prescriptions containing narcotics, any measure which went beyond this would be entirely inexcusable.

* * *

A physician of St. Louis has been inaugurating an anti-suicide crusade, and among other things has announced his intention of seeing that a stricter enforcement is made of the unfamiliar local ordinance providing that no poison must be sold without a physician's prescription or a board of health permit. The druggists of the city are apparently surprised to know of the existence of such an ordinance.

* * *

The W. W. Hill Co. of Detroit has brought suit against a local firm of druggists for violation of its contract plan, and has secured an injunction from the Circuit Court of Wayne County prohibiting the defendants from selling the goods at a cut price or from securing supplies by indirection from contractual agents of the Hill Co.

* * *

The Supreme Court of South Dakota has ruled against the Food and Drug Commissioner in the latter's assumption that the pure food and drug law of the State requires patent medicines to bear their formulas on the label. A ruling to this effect which had been promulgated by the Commissioner was declared void by the court.

* * *

One Loren Wright, who claims a residence in Elkhart, Ind., has been sentenced to imprisonment for sixty days in default of payment of a \$25 fine. Wright's offense was selling packages of medicine worth a few cents to farmers for \$5 on the false pretense that he represented Parke, Davis & Co., of Detroit.

## EDITORIAL.

### LIQUOR AND THE DRUG STORE.

One of the constant readers and good friends of the BULLETIN takes us rather severely to task because we have on two or three occasions quoted the remarks of public officials who have criticized the druggists of certain cities for their indiscriminate sale of liquor. He thinks we should have had more consideration for the feelings of our readers than to reprint such criticisms. He believes that the editor of a drug journal "should defend the druggists instead of assisting in defaming them."

This is the first letter of the kind we have ever received, and we do not know whether other readers have held similar opinions or not. But it may be well to grasp this occasion to say a few words on a subject of deep concern to the welfare of American pharmacy. It is a simple fact that in some of our cities and States there is always a small minority of druggists who abuse their liquor privileges shamefully and whose acts consequently bring discredit and frequently disgrace upon the entire calling. What is the result?

Every few months we hear that some city council or some State legislature has been called upon to pass a rigid liquor law affecting pharmacists. Such measures either restrict the sale of liquor to physicians' prescriptions, or else, leaving the sale more open, impose a high license fee upon the druggist. The men who stand behind the bills invariably declare that druggists are rum-sellers by inclination, that they are saloon-keepers in disguise, and that if they want to practice the saloon-keeper's business they should be made to stand out in the open and pay the price. Such assaults are contemptible affairs. They are without adequate foundation. They work untold harm to the reputation of pharmacy.

The newspapers, always looking for a sensation, seize upon these criticisms and exploit them to the uttermost. Letters are published from persons on both sides of the question. The situation is discussed pro and con, and meanwhile pharmacy becomes the object of a blasting injury from which it recovers itself with difficulty. And all because a few druggists, incapable of realizing their duty to the profession, or indifferent in the face of realization, cultivate the trade of liquor habitués, without stint and without shame! There are not many of

them, but there are enough to bring occasional assaults and attacks upon the entire calling.

Realizing this condition of things, we have sought now and then to awaken pharmacists to the importance of the situation. We have printed the criticisms of a few public officials in order that we might point the moral. We have endeavored to show druggists the necessity of grasping the bull by the horns and solving the problem with determination and energy. There is just one wise thing to do, and that is for pharmacists to undertake the reform and discipline of those within their own ranks who bring calumny upon us all. Liquor laws should be introduced by pharmacists, supported by pharmacists, and enforced by pharmacists—and these liquor laws should impose suitable restrictions upon every one alike. In this way only can we convince the public that we are anxious to punish those druggists who insist upon being druggists at our expense.

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### WORK FOR THE N. A. R. D.

"N. A. R. D. Notes," in the first two or three numbers issued in January, published a series of articles from association workers throughout the country discussing in general terms "the old year and the new"—the plans of the past and the plans of the future. One of the contributions which challenged our attention was that by Lewis G. Gilman, of Manchester, N. H., who declared in convincing words that he knew of no field of action where so much good could be wrought by the N. A. R. D. as in the accomplishment of shorter hours.

Mr. Gilman believed that it was more important "to have good hours than good prices;" that one's health was of far more significance than his bank account; that there was no reason why the druggist should be required to work longer hours than the ordinary merchant; and that a shortening of the work-day throughout the country by the N. A. R. D. would satisfactorily answer the question, "What can the National Association do to accomplish the greatest good in the year 1908?"

The BULLETIN has been of the opinion for two or three years, and has on several occasions expressed the conviction in print, that the power of organization represented in the N. A. R. D. could achieve a settlement of the early-closing problem in pharmacy if the task were approached in a systematic and vigorous manner all along the line.



Heretofore there have been sporadic efforts in this town and that, and during the last few months much has been done in one way and another in various cities throughout the country. In this issue of the *BULLETIN*, indeed, there will be found several letters and notes referring to early-closing movements. But while something has been achieved in these directions, and while the demand for a shorter work-day is manifestly gaining ground in the drug trade, satisfactory relief will never be yielded until the issue becomes a national one and until some organization like the N. A. R. D. attacks the problem in an energetic manner.

Now that the N. A. R. D. is broadening its field of activities, and is assuming one function after another which were not contemplated in the earlier years of its existence, it is not improbable that sooner or later a shorter-hours movement will enlist its active and determined support. Once let the national organization turn itself loose on this problem as it did upon the problem of cut-rates for so many years, and we shall find that salutary results will be forthcoming. And what more beneficent work could possibly be undertaken?

We do not mean to rehearse the whole subject of a shorter work-day in this brief editorial. The topic is a broad one and either directly or indirectly affects many other topics in pharmacy. It may be pointed out again, however, that the stringency in the clerk market will never be satisfactorily overcome until the druggist's day of work has been materially shortened, and until the pharmacist and his assistants cease to be at the beck and call of the selfish public at nearly every hour of the day and night and all day on Sunday.

#### **HOT-HOUSE PHARMACY.**

Minnesota, pharmaceutically considered, is one of the most unique States in the entire country. Among its other achievements Minnesota has discovered ways and means of making druggists by the hundred at a single operation. In that fertile State, indeed, druggists are frequently turned out by the dozen or the gross with as much facility as a magician causes a beautiful rose-bush suddenly to appear from vacant space.

Is this enigmatic? Then listen:

In 1885, when the first pharmacy law was enacted in Minnesota, three months' grace was given

in which pharmacists could register without examination. Well and good. But in 1890, and again in 1891, a generous and beneficent legislature provided for thirty-day periods during which druggists could be registered without examination provided they had lived in the State a prescribed length of time and had enjoyed a prescribed length of drug-store experience. In 1897 another "open season" was set aside by the legislature, and this time the Biblical period of forty days and forty nights was permitted during which druggists could escape from the restrictions of the Board of Pharmacy and gain their registration certificates by the easy method of asking for them and paying the price. Finally, the legislature of 1907, desiring to live up to the humanitarian record of its predecessors, passed a law permitting pharmacists of more than fifteen years' experience to register without examination, provided they did so within ten days after the act became operative.

Over 500 applications were made in response to the law of 1907, but the Board of Pharmacy sifted the number down to 190 by a rather severe interpretation of the meaning of the word "experience." At this juncture the Minnesota Pharmaceutical Association secured a temporary injunction restraining the Board of Pharmacy from granting registration to these 190 candidates. After a hearing, however, the judge who issued the injunction finally rendered a decision dismissing it and upholding the law. The claim of the pharmacists was that the law was contrary to public policy in that it granted licenses to pharmacists whose actual qualifications had not been and could not be ascertained, but this reasoning did not seem valid to the judge, and the consequence was that the members of the State association collected funds among themselves and made preparations to appeal the case to the Supreme Court.

The Supreme Court of the State has now declared the law to be constitutional, and the Board of Pharmacy therefore has no alternative but to give registration certificates to the candidates who have conformed to the requirements of the law. What a travesty upon pharmaceutical legislation! What a contempt for the interests of the public health! The legislature of Minnesota ought from now on to be watched with great zeal by the pharmacists of the State in order that such disgraceful history may not repeat itself.

## PERSONAL.

### MARTIN I. WILBERT.

Mr. Wilbert has become pretty well known of recent years by virtue of earnest and single-hearted work along a number of lines. Numerous papers on practical pharmaceutical subjects have been read before the Pennsylvania and American Pharmaceutical Associations, not to mention the monthly meet-



The German Hospital in Philadelphia.

ings of the Philadelphia College of Pharmacy. Most of these have gained quite general publication in the pharmaceutical press.

More particularly, however, Mr. Wilbert has directed his pen toward the accomplishment of ethical pharmacy. He has rigid notions about some things. If he had his way, and if the autocratic powers of the Czar of Russia were to be conferred upon him, he would wipe every patent medicine and secret specialty off the face of the earth. These things, in Mr. Wilbert's opinion, hinder and oppress pharmacy and prevent it from rising into its heritage. As the secretary of the Philadelphia branch of the A. Ph. A., Mr. Wilbert has so arranged most of the programmes for the monthly meetings as to bring these subjects uppermost, and he has been zealous in his efforts to purify and uplift the calling along the lines which seem to him so vital and necessary.

It is probably quite well known that Mr. Wilbert is the chief pharmacist in the German Hospital in Philadelphia. The hospital is one of the best and largest in the city, and Mr. Wilbert has two or three assistants to help him in his work. His first assistant, Mr. Thum, frequently reads papers before

the monthly meetings of the Philadelphia College. The pharmacy department of the hospital comprises four regular rooms, with two overflow rooms used for purposes of storage. The equipment is perfect in every way and was made the subject of description several years ago in the BULLETIN. These rooms are in the basement, and up on the first floor, opposite the office of the chief physician, Mr. Wilbert has a comfortable study. Here he may be found on duty from 8 to 6 o'clock—that is, when not downstairs in the pharmacy department; or when not way up on the fourth floor dabbling with x-ray experiments.

Mr. Wilbert, indeed, has done considerable good work with the x-ray machine, and of late has devoted more time to this than to the pharmacy department. A number of valuable articles have appeared in the medical journals and elsewhere under Mr. Wilbert's signature.

Mr. Wilbert was born in Utica, N. Y., and after graduating from the high school spent some time in a wholesale drug house. He came to Philadelphia to attend the college of pharmacy, and during his course there served as clerk in one of the drug stores of the city. He was graduated in 1890 and has been in the German Hospital ever since.

It may be said in conclusion that Mr. Wilbert is



A corner of the dispensing room in the German Hospital, showing a patient waiting outside the window, and exhibiting other rooms of the drug department in the distance.

somewhat eccentric. One of his eccentricities is found in his positive and absolute refusal to furnish anybody with a portrait of himself, which explains why this brief personal sketch is not illustrated with his likeness.

## FRANK H. FREERICKS.

No one has done more than Frank H. Freericks to convince the drug trade of the country that it ought to be active in efforts to secure amendments to the Sherman law. He has labored in season and out of



FRANK H. FREERICKS.

season to develop such a sentiment. At the Chicago convention of the N. A. R. D., held last September, he made two or three ringing speeches on the subject and urged the delegates to go home, preach this gospel to the public, interest their congressmen and senators, and do whatever could be done toward the accomplishment of the desired end. Mr. Freericks believes that if the Sherman law could be amended the druggists of the country would again be in position to correct the cut-price situation as they were doing prior to the Indianapolis decree.

More recently Mr. Freericks has appeared before the Ohio legislature and argued a modification of the Valentine-Stewart anti-trust law of that State, which is open to the same objections as the Sherman law.

Incidentally we may grasp this occasion to remark that Mr. Freericks is a speaker whom it is a pleasure to listen to. His voice has a distinct silvery quality. His language is well chosen and effective. His manner is earnest and convincing, and he never gets on the floor without doing himself credit and without furthering the cause which he represents.

At the Chicago convention, too, Mr. Freericks explained at considerable length the operations and activities of the American Druggists' Fire Insurance Co. He pointed out, among other things, that this

company had succeeded in reducing rates to the extent of at least 25 per cent and at the same time had made satisfactory earnings for the benefit of its stockholders. Some of the delegates had come to Chicago with a proposition to have the N. A. R. D. affiliate itself with the Fire Insurance Co., but Mr. Freericks soon made it clear that his concern was looking for no strategic advantages of this kind.

## A MEMBER OF THE EDITORIAL FRATERNITY.

Caswell A. Mayo, editor in chief of the *American Druggist*, is known by name to the readers of that popular periodical, and he is known in person to nearly everybody who attends the meetings of such prominent organizations in the drug trade as the American Pharmaceutical Association and the National Wholesale Druggists' Association. Occasionally, too, he may be seen at conventions of the



CASWELL A. MAYO.

New York State Association and the National Association of Retail Druggists, though these two bodies are usually "covered" by the associate editor, Thomas J. Keenan.

In the accompanying snapshot Mr. Mayo is seen under his own vine and fig tree. His home is in some secluded nook far from the madding crowd of Broadway, but even here he cannot entirely escape from things pharmaceutical, as witness the copy of "The Ebert Memorial Volume" which he is industriously engaged in reading. Mr. Mayo's great hobby is a desire to improve the rank and status of the pharmacists in the government employ. If he

lives long enough, and if the government proves willing, he will achieve his ends. Another keen desire of Mr. Mayo's is to have clinical thermometers so made that they will register results in exactly sixty seconds by the watch. *The American Druggist* was turned loose on this reform some years ago and the manufacturers of thermometers had a few bad half-hours at the time.

#### FRANKLIN M. APPLE.

Franklin M. Apple, of Philadelphia, is chairman this year of the Section on Practical Pharmacy and Dispensing of the American Pharmaceutical Asso-



FRANKLIN M. APPLE.

ciation. At the Indianapolis meeting a year ago Mr. Apple read a paper on what he called "A Square Deal Prescription Blank." The paper aroused a great deal of attention at the time, and was not only discussed at considerable length by the A. Ph. A. but afterwards attracted the attention of the N. A. R. D. The latter took up Mr. Apple's blank, had a liberal supply printed, and began furnishing the article to members of the organization. Incidentally Mr. Apple's contribution was so well received at the Indianapolis meeting that he was elected secretary of the section before which he read the paper—the Section on Practical Pharmacy and Dispensing. At the New York meeting last September he was elevated to the chairmanship of the section. His "square-deal blank," as everybody knows by this time, was intended to curtail and regulate the repetition of prescriptions and at the same time to place

the responsibility upon the physician. Incidentally we may observe that Mr. Apple belongs to that commendable class of druggists who seek to establish the closest possible relations with the physicians in the community and who desire to give the latter a square deal on every occasion.

## PROFITS AND EARNINGS.

### A STATEMENT WITH A MORAL.

We have received a statement from "A Small Town Druggist" which nicely illustrates one of the points upon which we have often dwelt in this department, namely, that the figures on paper should be checked up at the end of the year by the actual money in the bank, in the form of investments, or elsewhere. There is a considerable deficiency in this statement which we shall point out later on. The letter is as follows:

To the Editor:

Your articles on profits and earnings are read carefully and with much value by a great many of your readers. So many druggists do business with no system whatever that your many suggestions should prove of great help to them. Furthermore, we always like to hear what our neighbors are doing and to make comparisons with our own business. I would be pleased to have you comment on my showing for 1907. Here is my statement:

Stock .....	\$ 5,650 00
Sales .....	11,912 60
Purchases .....	7,428 31
Expenses:	

Regular expenses .....	\$2,008 00
Proprietor's salary .....	1,000 00

Total expenses .....	\$ 3,008 00
Cash taken from the business during the year.....	846 00
Increase in the stock.....	106 40
Increase in the book accounts.....	172 50

I figure from the foregoing statement that my gross profits for the year totaled as follows:

Expenses .....	\$2,008 00
Salary .....	1,000 00
Cash taken from the business.....	846 00
Increase in the stock.....	106 40
Increase in the book accounts.....	172 50

Total gross profits.....	\$4,132 90
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A SMALL TOWN DRUGGIST.

From the foregoing statement it appears that the purchases for the year were \$7428.31. Goods to the amount of \$106.40, however, went into the permanent stock, so that the cost of the goods actually

sold over the counter was \$7321.91. They brought \$11,912.60, and the gross profits were consequently \$4590.69. The expenses in the meantime were \$3008, and the net profits therefore \$1582.69. Adding to these net profits the proprietor's personal salary of \$1000, we find total earnings from the business of \$2582.69. Dividing the gross profits by the sales we find a percentage of gross profit of 38. Dividing in similar manner the expenses by the sales, we have a percentage expense of 25. On the basis of this showing the net profits amounted to 13 per cent—a pretty good figure. It may be added that total earnings from a \$12,000 business of \$2582.69 are entirely satisfactory.

Now for the loose screw. From calculations based on this druggist's business statement we find him to have made a gross profit of \$4590.69. He is able, however, to figure up actual profits of only \$4132.90. It appears, therefore, that the very neat little sum of \$457.79 has somewhere been lost in the shuffle. Where? Well, for one thing, his list of expenses was probably not sufficiently inclusive, and he doubtless paid out money for one expense or another without recording it every time. There were probably other leaks, too—the average retail business affords plenty of chances for losses of this kind if the proprietor is not constantly on the lookout, and if his bookkeeping is not thorough enough. The incident is exceedingly suggestive as showing, what we have pointed out again and again, that the annual statement ought to tally with the actual facts—otherwise the statement is inaccurate and calculations based upon it are misleading. In this particular case such calculations as we have given regarding the percentage of expense, the percentage of gross profit, and the like, are more or less wide of the mark.

If the facts respecting the business of this particular druggist had been accurately presented in detail in his statement, he would have been able to take from the business in cash during the year, not \$846.00, but \$1303.79—the difference being the \$457.79 which was somewhere lost in the calculations. In addition to the amount of actual cash which should have been taken from the business, the druggist of course also profited to the extent of \$106.40 by the increase in the stock, as well as \$172.50 by the increase in the book accounts. This would have made a total net profit of \$1582.69—a net profit which would then have squared with the figures in the statement.

All of which goes to show that money is a very slippery and elusive element. It often disappears, and we know not whither it goeth.

#### IS THE SODA BUSINESS PROFITABLE?

A druggist who hides behind the *nom de plume* of "Minnesota" sends us an account of his soda business during the last summer season. From May to October his total receipts were \$1330.30. His expenses were \$933.57, leaving a profit of \$396.73. He asks us whether we consider the season's business to have been sufficiently profitable. He is at a loss to know whether his fountain pays him or not.

We assume that these expenses of \$933.57 do not include the pro rata share of the expenses of the store as a whole—that is, the general expenses for heat, light, insurance, clerk hire, proprietor's salary, etc., etc. If they did, profits of \$396.73 would be a pretty fair showing, since they would then be net profits. Considering them to be gross profits, which they doubtless are, they represent an average of 30 per cent.

Our observation of soda profits has not been great enough to warrant us in saying whether or not this is a very satisfactory figure. It strikes us, however, that the druggist ought to make more money than this on his fountain. Experts write off 10 per cent every year for depreciation on the soda fountain, and this amount alone plays havoc with a small business. Our advice to "Minnesota" would be: See if you can't sell more ten-cent drinks, and strive in this and in other ways to increase your percentage of profit, while preserving the quality of your output and banking on that chiefly for your business.

This case suggests the statement that most druggists do not make as much money from their soda business as they think they do. It is richly worth while to keep track of the figures as "Minnesota" has done, and then if one finds that he is doing less than he expected he is in position either to improve the situation or throw out the department entirely. Before he abandons his soda business, however, the druggist should decide whether some other side-line can be put in its place which will yield larger returns. For when a given line is thrown out, the total sales of the store as a whole are accordingly reduced, and the general percentage expense is proportionately increased. Thus it sometimes pays to continue a department even if it doesn't seem to yield a very large profit—sometimes, but not always.

## DR. OTTO A. WALL.

**The Life and Personality of One of the Interesting Figures in American Pharmacy—Tribute Written  
by One Who Has Been Associated with Him in Educational and Editorial  
Work Over 25 Years.**

**By H. M. WHELPLEY, Ph.G., M.D.**

On October 10, 1881, as a junior student at the St. Louis College of Pharmacy, I met Dr. Wall for the first time and attentively listened to his lecture on pharmacognosy which opened the course of work in that institution for the session. I use the word



Dr. Otto A. Wall of St. Louis.

“met” advisedly, for every student in the room felt personally acquainted with the professor before the hour was over, although he looked into vacant space without even a glance at the class and talked so rapidly that we novices could not take notes.

At the close of the period several of us crowded around him with a bombardment of such foolish questions as only freshmen can invent. The doctor answered each interrogation in a satisfactory manner, and evidenced such interest in our welfare that we at once recognized him as a resourceful friend of the students. Each year since 1873, when Dr. Wall succeeded Dr. Enno Sander as professor of materia medica and botany, the new students have enjoyed an experience similar to my own on that historic evening for me.

Dr. Chas. O. Curtman selected me as student assistant in chemistry, so that I soon caught a glimpse of the faculty life of these two close friends, who enjoyed the ways of German professors. Again in my senior year I assisted Dr. Curtman and became still more intimately acquainted with the faculty in general, and Drs. Wall and Curtman in particular. After graduation these two teachers urged Francis Hemm and me to organize quiz classes. I quizzed on materia medica and chemistry, and for several years listened to all of Dr. Wall's lectures and assisted him in his stereopticon work. Here I began to know him in his larger relations and to understand that he was carried away with his calling and thus carried his students with him. He is one of the teachers who invests himself in his work and never asks about the rate of interest to be realized. My personal experience of over twenty-six years as an intimate acquaintance of the doctor and his family has only intensified my first impressions.

### DR. WALL'S EARLY EDUCATION.

Otto Augustus Wall was born in St. Louis county, Missouri, September 27, 1846. His father was a German Evangelical minister and one of the leaders in educational and literary work in the German society of his community. The family soon moved into the city, and young Otto attended private and public schools and academies until June, 1864. During all of these years he was carefully tutored at home by his parents, who were justified in their proud interest in his educational progress.

The young man, now eighteen years old, entered the drug business as an apprentice under Dr. Enno Sander, who then had one of the leading stores in St. Louis and who advised him to attend college. He graduated with honors from the St. Louis College of Pharmacy in 1868. In 1869 the young pharmacist was as anxious as the drug clerk of to-day to become a proprietor, and his desire was soon gratified. His ambition, however, did not stop here, as we find him a student first at the Humboldt





Dr. Wall at work in his library.

and then at the Missouri Medical College while continuing in the drug business. Dr. Wall was graduated in medicine from the Missouri College in 1870 with classmates who are to-day among the leaders in their profession in this country. He was considered by his teachers one of the best informed young men that ever received a diploma from the college. He did not discontinue his medical studies, but went to New York City and graduated from the Bellevue Hospital Medical College in 1871.

Perhaps it was fate more than design that made Dr. Otto A. Wall a physician and an educator. His parents hoped that he would be a missionary, and much of his early education was planned with that future in view. He early developed, however, an extraordinary talent as an artist, which attracted the attention of local members of the profession, who used their best endeavors to have the young man go abroad to complete his education in art. He had already taken extended instruction in drawing and painting in oil, as well as in water-colors, one of his teachers being the then celebrated Professor Levi, who painted the death of General Lyon in the State capitol at Jefferson City. Before he was seventeen years of age he was entrusted with and well paid for sketching at Old Mines, near Potosi, Mo.

A few of the doctor's oil paintings are still in existence. One of them is prized by his classmate, Surgeon-General Walter Wyman, at Washington. Perhaps the most attractive oil painting is that preserved by Mrs. Wall at the family residence. The doctor would undoubtedly have become an artist of international note if he had continued that line of study.

As a young man he also gave considerable atten-

tion to music, more particularly piano playing, including the theory of music. He was for several years in the early nineties professor of art anatomy at Washington University. The doctor has entirely given up music, but his natural skill and training as an artist stands him well in illustrating his works, demonstrating on the blackboard before his classes, coloring lantern slides, engrossing the college diplomas and special certificates, and in various other useful directions.

In the early seventies Dr. Wall was a member of the Board of Directors of the St. Louis public schools; he was chairman of the "Committee on Course of Studies, Text-books, and Apparatus" for several years during the time when Prof. William T. Harris was superintendent of the St. Louis schools. Physical apparatus was first used in the schools to illustrate physics while he held this position.

#### DR. WALL AS A TEACHER.

Returning from New York City to St. Louis, the doctor was offered and accepted the chair of pharmacognosy and botany in the St. Louis College of Pharmacy, and has since held the position for thirty-five consecutive years. His abilities as a teacher were also recognized by another alma mater, the Missouri Medical College, which made him professor of



This interesting photograph of Dr. Wall and Professor Remington was made on the grounds of the Wall residence two or three years ago when Professor Remington was a guest of the Doctor.



The Wall residence in St. Louis.

materia medica and therapeutics. He continued in this chair some years, and then taught chemistry for three years, which he gave up in 1886, when other duties pressed him for time.

My introduction to this sketch has given a glimpse of the doctor as a teacher. His preëminent success and great popularity in this work are due to his thorough understanding of his subject, his practical manner of presentation, ability as a speaker, earnestness in the work, and great personal magnetism. Dr. Wall uses the blackboard and chalk with a skill equaled by few professional sketch artists. His thousands of lantern slides, many of them being of crude drugs, are marvels of photographic work and artistic coloring. As a quiz-master the doctor is a past master, and can give points to legal cross-questioners "seeking the truth."

The doctor sold his drug store in 1873 because business duties interfered with his work as a practitioner of medicine and a teacher of pharmacy and medicine. In 1882 he withdrew from practice to take an interest in the Oldberg-Wall Laboratory, which he helped organize and of which he now has entire charge.

#### DR. WALL'S LITERARY WORK.

As a young man Dr. Wall was active in literary societies and debating clubs. One time in a fit of confidence he showed me some old manuscripts of dramatic pieces and one of verses which were of a much higher order than those that are technically known as "pot-boilers" by the authors who live by the aid of their pens. The doctor is not now, as he was for many years, a frequent contributor to the professional or technical press, but is always a clear and forceful writer, who shows that he has studied

his subject and writes what he thinks. His recent articles on high-school requirements, while at first misunderstood by those who knew of them only by hearsay and then misrepresented by others, are now bearing fruitful results and show that the doctor is at home in a much broader educational field than that circumscribed by pharmacy. In the early eighties he wrote much upon microscopy, photography, and photomicrography. This was at a time when the subjects were comparatively new in pharmacy. His series of articles on lantern slide making is wonderfully clear and practical.

From 1885 to 1887 he was associated with me in the editorial management of the *National Druggist*, which was then a weekly publication. When I took charge of the *St. Louis Drug Market Reporter*, January 1, 1888, which was then changed in name to *Meyer Brothers Druggist*, the doctor was one of the first contributors, and has been a useful friend in my editorial work ever since. The *Bulletin of the St. Louis College of Pharmacy*, recently authorized by the Board of Trustees, will be edited by Dr. Wall, who is in charge of the official college correspondence and chairman of the Committee on Publication. The College catalogues for several years past have been edited by the doctor.

The first book edited by Dr. Wall alone was "The Prescription." This is easily the most exhaustive treatise on the subject in the English language, and is, in a way, a classic. Then followed his "Pharmacognosy Notes," which best portrays his practical turn of mind and shows his skill as an artist, for the hundreds of illustrations are all from his own drawings. Wall's "Latin Lessons" are the outgrowth of talks on the subject for pharmacy students. This



A view of the drawing-room in Dr. Wall's house, showing his two daughters in front of the piano.

work is not on the style of "Easy Spanish in Ten Lessons," but it gives more Latin of interest to pharmacists, and less which is not essential, than any similar work that I have examined. Wall's books are not exploited by a general publisher, as they are all published by himself and for the use of his own students. This explains why these useful works are not more widely known. The "Companion to the Pharmacopœia," by Oldberg and Wall, published in 1884, was illustrated, and the portions devoted to materia medica and microscopy were written by Dr. Wall.

#### DR. WALL AS AN ASSOCIATION MAN.

I regret for the sake of pharmacy to say that the doctor has almost a morbid dislike for conventions, and when, through a sense of duty, he attends such a gathering, you will likely find him in some secluded corner earnestly chatting with intimate friends. If Dr. Wall attended national and State association meetings regularly, he would, during the discussions on the floor and in private conversation, disseminate much of value in the way of pharmaceutical knowledge and its broader relations, for pharmacy, like medicine, touches elbows with a large number of neighboring arts, professions, and sciences.

Dr. Wall joined the A. Ph. A. in 1884 and the State association in 1880. He was twice president of the Missouri Association in its early history. The doctor feels more at home in a small organization, like the St. Louis Medical History Club, of which he is a charter member. His recent activities in that club brought him prominently before the St. Louis Medical Society and caused his unsolicited election as counselor for three years. The doctor was a member of the United States Pharmacopœial Convention of 1880, where he was elected to the Committee on Revision, and again in 1890. In 1900 the convention made him second vice-president. Owing to the death of the first vice-president, Dr. Albert B. Prescott, Dr. Wall will, if present, be called upon to occupy the chair when President Dr. Horatio C. Wood delivers his address. Dr. Wall is a good parliamentarian and able to preside on any occasion with becoming dignity and justice.

#### DR. WALL'S PERSONALITY.

Dr. Wall will be quickly recognized in any gathering as a refined, educated, intelligent person whose large form and easy carriage mark his pleasing personality. When among strangers he speaks in a

diffident, quiet manner, unless delivering an address or reading a paper, when he throws his entire self into the presentation. It is in the classroom that the doctor appears to the best advantage. Here he is absolutely at ease and presents his subject in such an attractive manner that those students who might actually snore during an ordinary lecture find it difficult to catch even a wink of sleep while Dr. Wall is trying to hold their attention.

But to know the doctor as a man, a husband and a father, you must meet him in his large and hospitable home, richly furnished with works of art and amply provided with every facility for comfort. Each room is inviting and breathes a literary air, for standard books and leading periodicals constitute a part of the regular diet for the doctor and his family, which consists of his good wife, two daughters, and



Another view of the drawing-room, showing the works of art with which the house abounds.

a brother at home. The son, Dr. Otto A., Jr., is married, has a home of his own, and is engaged in the practice of medicine.

The subject of this sketch is a man who enjoys true friendship and fully realizes the rare privileges and great possibilities of this highest and purest form of human relationship. His head as well as his heart guide him in the formation of friendships. Among those prominent in pharmacy whose close friendship he held and whose correspondence he still prizes I recall the names of the late Prof. J. M. Maisch, Dr. Chas. Rice, and Mr. Albert E. Ebert. To-day he cherishes the friendly esteem of many leaders in pharmacy, some of whom have enjoyed the hospitality of his interesting home. Local pharmacists and physicians are frequently entertained at social functions given by the Wall family. The farewell banquet, recently tendered Dr. Kenneth

W. Millican, was the result of a proposition developed at a social gathering of prominent members of the St. Louis Medical Society at the Wall residence.

Perhaps the best example of the appreciation and esteem in which former students and associates hold Dr. Wall was the celebration of his thirtieth year as a teacher in the St. Louis College of Pharmacy. The bronze medallion presented to the College and the one given to the family, followed by a banquet, were the result of the eager interest on the part of

hundreds of former students, who were anxious to pay tribute to their old friend and teacher. The large bound volume of letters and telegrams from distant points indicate the genuineness of the friendship which exists, even after years have passed since graduation. This same volume, treasured by the family, is rich in expressions from prominent pharmacists and physicians the country over, who in one way or another have caught a glimpse of Dr. Otto Augustus Wall as I have known him since October 10, 1881.

## OPTICS AS A PROFITABLE SIDE-LINE.

**How to Determine Low Errors of Refraction—The Question of Fees for Optical Services—Avoiding Malpractice—Correspondence with Out-of-town Customers.**

**By ERNEST C. CRIPPS,**  
Berkhamsted, England.

Readers of the BULLETIN OF PHARMACY will remember that in the issue for December, 1903, appeared an article by myself, entitled "A Profitable Side Line," drawing attention to the practice of optics as a profitable source of income for the chemist. I know that many in this country were induced to add an optical branch to their business, with very satisfactory results. The object of the present article is to discuss certain aspects of the work which may have been overlooked at first, but which in the light of our present knowledge appear of great importance. I shall endeavor to keep my remarks as non-technical as possible, so that those who do optical work can understand it.

### LOW ERRORS OF REFRACTION.

Probably the most difficult part of the ordinary routine work of the sight-testing optician is the recognition and detection of low errors of refraction. It is a comparatively easy matter for one possessing a knowledge of optics to locate and correct a big departure from the normal, but it tries the patience and skill of the expert to discover the apparently insignificant one. It is a fact, however, that nothing brings greater relief and satisfaction to the client, and more lasting gratitude to the optician, than the correction of these low errors.

It is well known that a large proportion of headaches are caused by them. Frequently grateful patients have told me that the spectacles prescribed have given such relief that their outlook on life has

been completely changed. It is well then to search patiently and diligently for trouble, when apparently there is normal vision and when the addition of spherical lenses, either convex or concave, blur the distance, or do not improve it.

Most, if not all, of these low errors are due to astigmatism, generally of the simple variety, though occasionally compound or even mixed. The best method of detecting such error is by the "fogging" system. A full description of this will be found in most text-books on the subject, but it consists essentially in the relaxing of the accommodation by strong plus sphericals, and the correction of the astigmatism by minus cylinders, with the transposition of the resulting powers. I may say that I correct all cases of astigmatism by this method. My successes have greatly increased since using it. The operator must thoroughly grasp the principles involved in it, and above all things he must not "lose his head." If used systematically and intelligently, it is ideal, but if not understood thoroughly it tires the patient and results in his resorting to the usual method.

### WHAT PRICES TO CHARGE.

Another question that faces us all at different times is, "Shall we charge for testing if no sale of spectacles follows?" Most of us display, or have done so at one time or another, the inscription "No Charge Made for Testing." In the majority of cases, after testing our clients, we supply them with the lenses. The sum which they pay us includes

remuneration for our time. But it happens, not seldom, that we cannot help them, and we have to send them to an oculist. Persons suffering from cataract, tobacco poisoning, progressive myopia, or many other diseases, form this class. The oculist does not always reciprocate, especially if he does not reside in the same town, by referring them back to us for glasses if such are necessary. In this case it is fair, both to our client and to ourselves, to make a small charge to cover our time and trouble. Generally such cases necessitate more work than the ordinary kind. Frequently they remain in our testing rooms for an hour or even longer. We must remember that if we do not value our services, our customers will not. Often the advice we can give them, even though we cannot afford them practical assistance, may save them both worry and expense.

#### THE DIVIDING LINE BETWEEN OPTICIAN AND OCULIST

This leads me to the question, Where does the province of the optician end and that of the oculist begin? In other words, what case should be referred to the oculist or physician? I think it is generally conceded that all diseases of the eye, recognized as such, should not be treated by the optician, but should be referred at once to the medical authority. Frequently we are consulted by aged persons who complain of failing sight, and who are undoubtedly suffering from cataract. It is possible of course to do something for them by means of change of lenses, but the more honorable way is to recommend medical advice.

Victims of the drug or tobacco habits occasionally visit us. Here again we can do very little good. People suffering from diseases such as diabetes, gout, kidney affections, brain disease, or head trouble, may by reason of changing vision find their way to our rooms.

It would be criminal on our part to do anything to delay their securing expert medical advice; for frequently changes in the retina are the first signs of the particular disease, and by recommending medical service we may help check its further progress. Make this a rule: any case in which you cannot obtain normal vision with or without lenses, and which with the "pin-hole" test shows diseased retina, shall be referred by you to an oculist or physician. Such action will win you the esteem of the patient and the doctor. You will also have the satisfaction of knowing that you have done the right thing, and have not sacrificed your client's eyesight for the sale of a pair of spectacles.

#### PROPER FURNISHINGS FOR THE TESTING-ROOM.

We should also emphasize the professional side of our business more than we do, especially in the arrangement of our testing-rooms. How often do we find these offices the abode of advertisements which are displayed on the walls. The impression our clients receive from a visit to such a place must be that we want to sell them something in addition to the spectacles. The ostentatious display of an array of instruments, such as ophthalmometers, photometers and other apparatus, I strongly deprecate: the more homely the room the better our client likes it.

Often they are nervous and do not know what to expect; the sight of mysterious and unfamiliar things is bound to affect their nerves and eventually their eyes. Furnish your rooms simply but tastefully; do not overcrowd things, and keep all the implements of your craft in the background.

#### THE NEED OF SECRECY.

Remember, too, that the refractionist is like the medical man in that he possesses the confidence of his clients. You will hear much that is told you, which you are expected to treat confidentially. The ages of your fair visitors whispered in your ear, so that the four walls may not hear, must be treated by you as sacred. Not infrequently you are told much that has not been revealed outside the family circle. Many, especially the "weaker sex," do not wish it known that they are seeking artificial aids to vision.

#### THE DIFFICULTY OF FITTING GLASSES.

A word, too, on frame fitting will not be out of place. It is a truism experienced by us all that it is as difficult to fit the face for frames as the eyes for lenses. From experience gained by observation, I am inclined to think that our American friends are ahead of us in this respect. Certain it is that the face requires study before the frame is decided upon. It is impossible to fit satisfactorily all faces with lenses of the same size. Most refractionists keep but one size lens, the No. 1, but a stock of the smaller, No. 2 size, should also be kept, as well as a few of the larger, No. 0.

#### WRITTEN MEMORANDA OF CASES.

Before I close I must mention the importance of keeping correct records. I presume that we all make a record of every case which comes under our notice, giving the usual particulars, and noting the charge, the style and quality of the frames and the



history of the case. These records are valuable in a number of ways, especially in the sale of a business.

#### FOLLOW-UP LETTERS.

Send each client a letter, asking whether the lenses are still satisfactory, and requesting the wearer to pay you another visit if any further attention is necessary. It is surprising how this practice keeps the optician and client in touch with each other. Even when a patient has left the town, he will often make a journey by rail to consult his optician; or, if

the distance is not too long, he may wait till he visits friends in the same town. For after all our business is a personal one, and, if properly conducted, no amount of opposition can ever deprive us of it. Let us accentuate this aspect by every means, let us make our clients realize that we take an interest in them quite apart from any financial profit to be derived from their patronage. We may find this "side line" small at first, but it will develop year by year into a business that may eventually equal, if not surpass, the parent one from which it has sprung.

## SOME BOARD QUESTIONS ANSWERED.

**An Examination Paper Recently Used by the Ohio Board of Pharmacy is Selected, and Replies are Prepared for the Benefit of Clerks and Others Who May Find the Information Helpful.**

**Compiled by JOHN HELFMAN.**

*(Continued from page 17 of the January BULLETIN.)*

#### CHEMISTRY.

1. Define titration and explain how the process is conducted.

Titration is the operation involved in adding the standard test solution, from graduated vessels, to the solution of the substance to be examined. For example, to determine the strength of a solution of sulphuric acid place a definite quantity in a beaker and run in from a burette a solution of potassium or sodium hydroxide of known strength, using phenolphthalein as an indicator. The strength of the alkali is accurately fixed and from the volume employed to bring about the reaction we can figure out the quantity of acid present in the original solution. This is done by using the laws of chemical equivalents.

2. Define a hydrocarbon. Give an official example.

A hydrocarbon is a chemical compound of carbon and hydrogen. The official petroleum benzin is a mixture of hydrocarbons.

3. How is acetic acid made? What is glacial acetic acid? Give chemical formula.

Acetic acid is made by the oxidation of ethyl alcohol or the destructive distillation of wood. Glacial acetic acid contains not less than 99 per cent by weight of absolute acetic acid and not more than one per cent of water. The chemical formula is  $\text{HC}_2\text{H}_3\text{O}_2$ .

4. What change takes place in boric acid when it is heated to  $100^\circ \text{C}.$ ?

On heating boric acid to  $100^\circ \text{C}.$ , water is driven off, resulting in the formation of metaboric acid, which slowly volatilizes at that temperature. The reaction is as follows:  $\text{H}_3\text{BO}_3 - \text{H}_2\text{O} = \text{HBO}_2$ .

5. Give outline of the U. S. P. process for the assay of opium.

Introduce the opium, powdered, into an Erlenmeyer flask containing water. Agitate it in a shaker for three hours. Filter and wash the residue thoroughly three times. First evaporate the second filtrate to a small volume in a tared dish, then add the first filtrate, rinse the vessels with the third filtrate, and evaporate until the residue weighs fourteen grammes. Transfer the solution to an Erlenmeyer flask. Add alcohol and ether and shake. Add ammonia water from a graduated burette, stopper the flask with a cork, shake the mixture ten minutes, and then let it stand sixteen hours. Filter carefully, using ether to wash the filter paper and flask. Wash the crystals with ether. Use less than 15 Cc. of water in removing the crystals from the flask and in washing the filter paper. Next apply to the crystals, drop by drop, a saturated alcoholic solution of powdered morphine, and lastly wash with ether. Dry the crystals in a moderately warm place and weigh them on a watch-glass.

To purify the crystals, place them in an Erlenmeyer flask, add lime water, and shake at intervals during half an hour. Filter and wash the residue with lime water until the filtrate, when acidulated, does not yield a precipitate with mercuric potassium



iodide test solution. Subtract the weight of the residue from that of the impure morphine and multiply the difference by ten to get the percentage of crystallized morphine in the drug.

6. Give a test to distinguish cresol from phenol.

To distinguish cresol from phenol heat and take the boiling points. Secondly, a five-per-cent aqueous solution of phenol is clear, while a solution of cresol exceeding two per cent is turbid.

7. Give a chemical test by which you can detect starch in sugar of milk.

Boil the milk-sugar in water and add iodine test solution. The presence of starch will cause the formation of the blue iodide of starch.

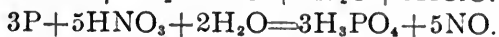
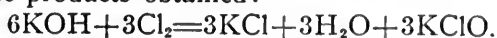
8. Give the U. S. P. time-limit test for heavy metals.

Ten cubic centimeters of a solution of the substance in distilled water is acidulated in a test tube with hydrochloric acid and warmed. Then an equal volume of freshly prepared hydrogen sulphide test solution is added. After half an hour, any turbidity or coloration is noted. Different metals will give their characteristic sulphides.

9. Write out in chemical equation the reaction which occurs in making diluted hydrocyanic acid by the U. S. P. extemporaneous process.



10. Complete the following reactions and name the products obtained:

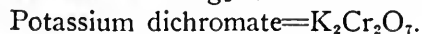
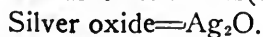
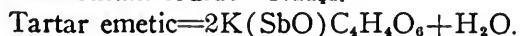
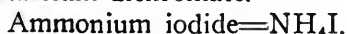


11. Give the tests for identity of (a)  $\text{NH}_4\text{Cl}$ , and (b)  $\text{KNO}_3$ .

(a) Either  $\text{NaOH}$  or  $\text{Ca}(\text{OH})_2$ , when heated with a solution of  $\text{NH}_4\text{Cl}$ , gives off  $\text{NH}_3$ , which may be detected by the smell. This vapor turns red litmus paper blue. The presence of the chlorine radical may be determined by adding silver nitrate in the usual way.

(b) If 5 Cc. of an aqueous solution of  $\text{KNO}_3$  be agitated with an equal volume of  $\text{H}_2\text{SO}_4$ , and the liquid cooled and a crystal of ferrous sulphate placed in it, a dark-brown color will appear around the crystal. The presence of potassium may be established by the flame test.

12. Give the chemical formulas of the following: Ammonium iodide, tartar emetic, silver oxide, potassium dichromate.



13. Give an outline of the process by which iron is extracted from the ore.

The iron ore in small pieces is heated with charcoal or coke. Limestone is added to take up the impurities, while the carbon monoxide formed from the carbonaceous matter reduces the iron to the metallic state. The slag is removed through a hole in the side of the furnace and the melted metal is run through an aperture in the bottom into a series of sand molds. Here it solidifies into pig or cast iron.

14. How can you detect free chlorine in hydrochloric acid?

Dilute 1 Cc. of the acid with 5 Cc. of water and add 1 Cc. of potassium iodide test solution with 1 Cc. of chloroform. The chloroform will show a violet coloration if chlorine be present.

15. Write out the meaning of the following abbreviations: V. S.,  $\frac{n}{1}$ ,  $\frac{2n}{1}$ ,  $\frac{n}{10}$ .

V. S.=volumetric solution.

$\frac{n}{1}$ =normal.

$\frac{2n}{1}$ =twice normal.

$\frac{n}{10}$ =decinormal.

16. Give the outline of the U. S. P. assay of pancreatin.

Boil the starch in distilled water. Cool the resulting paste to  $40.5^\circ \text{C}$ . and add the solution of pancreatin. Shake, maintain the temperature, and after five minutes the paste will not give the blue iodide of starch reaction, having been converted into sugar.

17. How would you restore the color of ammonium iodide stained through exposure?

Add to a concentrated aqueous solution of the salt sufficient ammonium sulphide test solution to render it colorless, then filter and evaporate on a water-bath to dryness.

18. How much solution of ferric sulphate, containing 10 per cent of metallic iron, is required to make 100 grammes of ferric hydrate; av. wt.  $\text{Fe}=55.5$ ;  $\text{O}=15.88$ ;  $\text{H}=1$ .

The molecular weight of ferric hydrate is to the atomic weight of iron as 100 is to X. X equals the amount of iron in 100 grammes of  $\text{Fe}(\text{OH})_3$ , or 52.289 grammes; X multiplied by 10 equals 522.89 grammes, the amount of 10-per-cent ferric sulphate solution necessary to make 100 grammes  $\text{Fe}(\text{OH})_3$ .

19. Give the chemical characteristics of the alums. Give chemical formulas of alum and ammonium-ferric alum.

Alum is, generally speaking, a double sulphate of aluminum and potassium,  $\text{AlK}(\text{SO}_4)_2 + 12\text{H}_2\text{O}$ . A series of similar salts have been prepared in which

sodium or ammonium takes the place of potassium; and iron or chromium replaces the aluminum. These double sulphates are also called alums. The student should note that iron alum and chrome alum do not contain aluminum. Ferri et ammonii sulphas, U. S. P., is iron alum:  $\text{FeNH}(\text{SO}_4)_2, 12\text{H}_2\text{O}$ . The aluminum atom is trivalent and all alums crystallize in octahedra. Alum fuses, giving off the water of crystallization, forming exsiccated alum. The metal radical may be

precipitated by ammonia, the sulphate by barium chloride solution.

20. Name the ingredients of Fehling's solution and state its use.

Cupric sulphate solution and a solution of potassium and sodium tartrate, rendered alkaline by potassium hydroxide, are the ingredients of Fehling's solution. For use, mix equal volumes of the two liquids at the time required.

(To be continued.)

## ADVERTISING SICK-ROOM SUPPLIES.

**Complete Text for a Booklet Containing Practical Information which will Insure its Preservation—  
How to Advertise the Various Requisites Used for the Care and Treatment  
of Patients—Some Capital Suggestions.**

**By FRANK FARRINGTON.**

A large proportion of the druggist's goods are sold for use in the sick-room. The man who sells the most of such supplies will find them very profitable. Moreover, the people who have sufficient confidence in a druggist to depend upon him when they are sick, will be pretty apt to patronize him when they are well and want things which are less necessary.

The booklet described below contains matter of permanent interest regarding the sick-room, and I trust the recipients of it will keep it for reference. It is purposely designed to be of convenient size and a hole should be punched in the upper left-hand corner so that it may be hung up. Any booklet which you mail should be made to be hung up if you want it kept. A housekeeper will take the trouble to find a place to hang almost anything that contains a little information which may "come in handy" some time.

This is a booklet  $3\frac{1}{2}$  by 6 inches and will mail easily in a  $6\frac{3}{4}$  envelope. It contains eight pages and a cover, the cover printed only on the outside.

On the first cover page is the following:

**SICK ROOM BOOKLET.**

WORTH SAVING.

From

BLANK'S DRUG STORE,  
Blankville.

The back cover page should contain the following, or a similar good hot-water bottle advertisement. Make the prices here, and indeed all through the

booklet, such that as far as possible they will be good as long as the booklet is likely to be preserved. Avoid quotations which may not be permanent.

The last cover page may convey this information:

**HOT-WATER BOTTLE.**

**SPECIAL!**

In the sick-room there is scarcely one article of greater utility than the hot-water bottle.

We need not add that a leaky hot-water bottle may do damage at any time and in any place.

We carry at all times a large variety of GOOD hot-water bags, the kind that we warrant not to leak.

We also have cheap ones which are not guaranteed. The cheap ones sell as low as 48 cents.

The good ones, the kind we warrant, begin at 98 cents in price and go up from that figure. This is for a 2-quart one.

When we warrant a hot-water bag, that means that if it leaks from any cause but a hole punched in it, we will give you a new bottle free for the old one.

**BLANK'S DRUG STORE.**

Throughout the inside of the booklet use the upper two-thirds of every page for matter of interest and the lower third of the page for the advertisement of such goods as are connected with the reading matter above.

On the first inside page use copy like this:

**SICK-ROOM POINTERS.**

The room should be large to make ventilation easy. Southern or western exposure is best.

The top of the house is quieter and the air better. Quiet is necessary.

Arrange the windows and screens to prevent drafts. Admit fresh air from the tops of windows.

Have only necessary furniture and avoid heavy curtains or window hangings.

Sick people need more fresh air than healthy ones.

Clean the sick-room with a damp cloth for dusting and a cloth-bound broom dipped in disinfectant solution for sweeping. Scrubbing is rarely necessary and leaves the air damp.

Whispered talk and tiptoe walking often irritate the patient. Speak quietly but distinctly, and walk lightly though firmly.

Direct sunlight is usually a valuable medicinal aid unless in eye troubles.

The above text is to occupy the upper part of the first inside page. Separate the reading matter from the ad. on the lower third of the page by a rule in every case. Below the rule on page one use an ad. like this:

#### DISINFECTANT.

The best disinfectant for the sick-room is one that is deodorizing though odorless.

Such a one is Blank's Chlorides.

We put this up in pint and quart bottles at 25 cents and 50 cents.

A quart makes 7 gallons ready for use.

Use this freely according to instructions on the bottles and it will keep the air sweet and free from germs.

Page 2, inside:

#### ABOUT THE BED.

Most important in the sick-chamber is the bed. It should be metal with woven wire springs.

Such a bed is easily moved, easily cleaned, disinfected, or aired, and allows free ventilation.

The hair mattress is best. The best will be none too comfortable. Never use feathers.

Cotton sheets are better than linen except in very hot weather. Use blankets whenever possible. The bed covering should be as light as the desired warmth will permit.

Two beds (in a large room) permit the airing of one while using the other.

Change the bedding frequently and turn and reverse the mattress frequently. It should be in two pieces to make this easy.

The location of the bed should be such as to give the patient the most fresh air and sunlight with the least discomfort to eyes.

Advertisement for page 2:

#### INVALID CUSHIONS.

No one who has not passed through a severe illness can realize the comfort of a good air cushion.

They help the patient to convalescence more than you think.

We carry in stock a full line of all sizes in the rubber rings for cushions. The sizes are from 9 to 18 inches diameter.

The prices from \$— to \$—.

Page 3, inside:

#### THE MEDICINE

It is not possible to exercise too much care in the handling of the medicine used in the sick-room.

Upon the medicine all depends.

Never give medicine of any kind without being absolutely certain that you have the right bottle and know the dose.

Read the label every time.

Keep external and poisonous medicines separate from all others. Have no poisons around unless labeled "Poison!"

Always shake the bottle before using. Measure the dose carefully.

Pour from the side opposite the label to avoid staining the label.

Wash the glass after each dose.

Give the medicine punctually at the appointed time.

Keep the bottles, especially sleeping potions, where the patient cannot reach them.

Ad. for page 3:

#### MEDICINE GLASSES.

Do not guess at doses or measure them in teaspoons of unequal and uncertain sizes.

A medicine glass of guaranteed accuracy, in a wooden case, costs you but a dime.

If the dose is in drops, you cannot know how much you are giving unless you have a medicine dropper.

They cost five cents each, straight tip or bent.

Page 4, inside:

#### MEANING OF DIRECTIONS.

Even when the doctor's instructions on the bottle are written plainly and in ordinary language, a little interpretation is sometimes desirable.

"Three times a day" means 11, 3, and 7 o'clock.

"Four times a day" means 10, 2, 6 o'clock, and once during the night (unless otherwise stated).

"Every six hours," 12 and 6, night and day.

"Every four hours," 11, 3, and 7, both night and day.

"Every three hours," 3, 6, 9, and 12, night and day.

Here are the equivalent doses as understood in the directions:

Teaspoonful, one fluidrachm.

Dessertspoonful, two fluidrachms.

Tablespoonful, four fluidrachms.

Wineglassful, two fluidounces.

Teacup, four fluidounces.

Tumblerful, eight fluidounces.

Ad. for page 4:

#### PRESCRIPTIONS.

Of course you expect to give the filling of your prescriptions to none but a druggist whom you trust.

That means a druggist whom you believe to be fully qualified to prepare medicine. A druggist whom you believe to have the necessary knowledge and one who will act up to the best of his knowledge every time.

We have the knowledge and we live up to it. We put up prescriptions right or not at all.

Page 5, inside:

#### FEVER TEMPERATURES.

The normal temperature of the healthy human being is 98.6 degrees Fahrenheit.

A temperature of 101° is slight fever; 103° is moderate fever; close to 105° degrees is high fever; 106° is hyperpyrexia and is beyond safety.

#### BATH TEMPERATURES.

When the doctor prescribes a bath, follow the table below:

For cold bath, 33° to 65° F.

For cool bath, 65° to 80° F.

For tepid bath, 80° to 90° F.

For warm bath, 90° to 100° F.

For hot bath, 100° to 112° F.

Ad. for page 5:

#### THERMOMETERS.

To know the temperature of the room, the patient, or the bath, without a thermometer is impossible.

Good clinical thermometers for taking the patient's temperature, warranted right, \$1.25.

Good bath thermometers—they will float—from 25 cents to \$1.00.

Accurate atmosphere thermometers, 35 cents. We warrant these to be correct.

Page 6, inside:

#### BATHING THE PATIENT.

It is a rare patient that would not be benefited by being washed nearly every day.

It is of the greatest importance that a sick person be bathed carefully, often, and thoroughly.

Follow the doctor strictly in this.

In most cases do not hurry. Expose and bathe but a small portion of the patient at one time. Dry the part washed carefully before going farther.

Have clean clothing at hand, warm, with which to replace the soiled.

Keep the patient scrupulously clean, washing hands and face at least night and morning.

It is not too much to say that a complete bath should be insisted upon twice a week under all circumstances.

Wash the mouth and brush the teeth with lis-

terine or similar solution; often incrustations may be removed with lemon peel or a solution of bicarbonate of soda.

Ad. for page 6:

#### FOUNTAIN SYRINGES.

No sick-room and no home at all times can exist in perfect cleanliness without a good fountain syringe.

Good fountain syringes of the rapid flow, guaranteed sort, cost at our store \$1.00.

Cheaper ones cost 58 cents, and the best \$1.98.

Bulb syringes range from 35 cents up.

Page 7, inside:

#### FIRST-AID POINTERS.

These are some of the things that should be done at once in the case of illness coming suddenly in the absence of a physician:

Move the patient to a dry, airy place.

Keep bystanders away. Have plenty of air available for the sufferer.

Give the patient a comfortable position, placing the head on a level with the body unless the head is injured.

In case of vomiting, turn the patient on one side with the head low.

Take steps to stop any serious bleeding at once by placing pressure upon the artery severed at a point nearer the heart. This can be done by knotting a handkerchief so that the knot will press the artery. Then insert a stick and twist until bleeding ceases, no further.

*(Continued on next page.)*

Ad. for page 7:

#### SPONGES.

Good sponges are a necessity in the sick-room and in surgical cases.

Good sponges are soft, free from sand and shells.

We buy our sponges from the importers and sell them as cheaply as good sponges can be sold.

Good bathing sponges are from 10 cents up for "Mediterranean Bath," according to the size.

Page 8, inside:

#### FIRST-AID POINTERS.

*(Continued.)*

Never touch a wound with the hands.

Do not loosen blood clots formed on the wound.

Arteries bleed in spurts. Danger! Act quickly! Elevate the wounded part. Apply pressure at once with thumb and finger.

Veins flow steadily, dark red. Loosen tight clothing. Elevate wounded part. If serious, press cold gauze compress on the wound.

In nosebleed, lay the patient on his back and raise the arms over his head. Apply ice to the forehead and back of the neck.

*Animal bites.*—Wash the wound with anti-septic soap. Apply hartshorn. If the bite comes from a sick animal, suck the wound after cleansing it.

In fractures, make the patient comfortable and put the limb in long splints before moving.

Never stitch a wound. Leave that for the doctor.

Keep the patient quiet always.

Ad. for page 8:

#### SURGICAL SUPPLIES.

In case of accident, an emergency case is, one of the most desirable articles. A good and simple one we sell for a dollar.

Cotton and gauze bandages we have in all sizes,—but of one quality, the best.

Adhesive plaster in spools from 10 cents up;

one inch wide and one yard long, and all larger sizes.

We have all the things needed for accident or sickness. You can depend upon what we sell.

The matter which I have suggested for the sick-room pamphlet is of course subject to alteration, but this will give any druggist a working basis, and it can be followed as closely as may be desired.

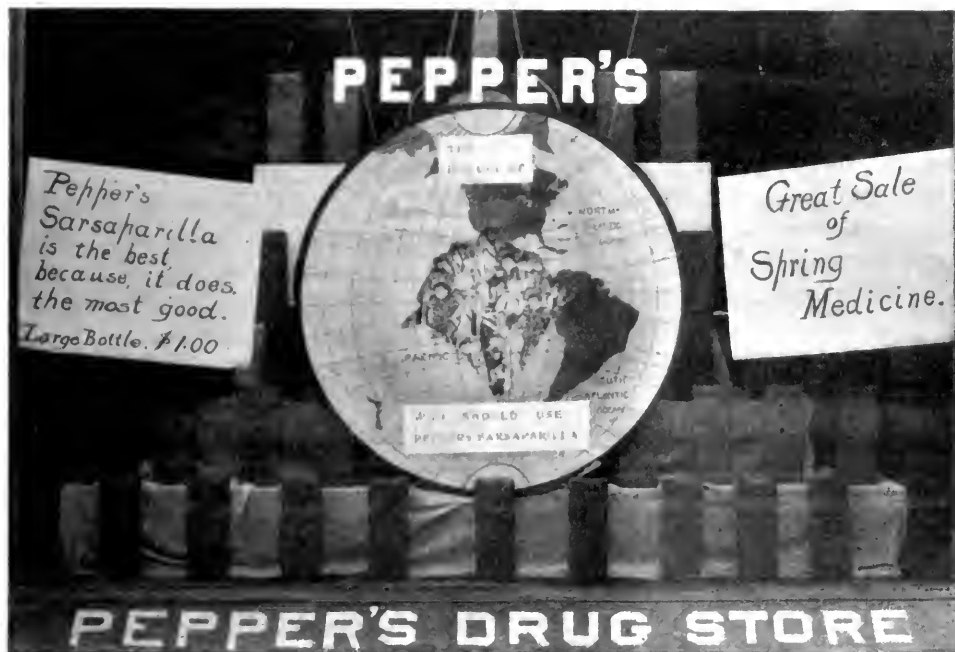
This booklet is not expensive, depending largely upon your printer. Perhaps twelve to fifteen dollars a thousand would be a fair estimate.

Such advertising is of the highest order and it is likewise of the greatest profit. It brings direct returns and gives the druggist a standing as a reputable pharmacist, one who knows about such things.

## A DISPLAY OF SARSAPARILLA.

The display shown in the accompanying illustration was sent to the BULLETIN by J. T. Pepper of Woodstock, Ontario. The subject was a spring sarsaparilla which the owner had made himself.

order to produce this effect a sheet with cut-out figures of different nationalities pasted on it was hung about two inches behind the map. The signs in the circle read, when completed: "The (world)



The central piece was a map of the hemisphere of North and South America in colors. It had been secured from a bill-poster and was originally part of a cigar advertisement. The jagged hole in the center revealed a number of foreign people. In

is full of (people) who should use Pepper's Sarsaparilla." The hangers on either side were very plain and legible. Bottles of the sarsaparilla itself were placed on a platform of steps, and on two boxes covered with white paper.

## AROUND THE CAMP-FIRE.

**BULLETIN Readers Recall Their Early Experiences in the Drug Business—The Young Man Who Thought He Knew How to Sell Sponges—The Clerk Who Confounded Castor and Olive Oils—Chrome Green Sold for Paris Green.**

BULLETIN readers are spinning yarns again. This time the stories are no boasts of prowess. On the contrary they come from men who are humble enough to believe "we may err." The first one is contributed by a prominent British pharmacist. For obvious reasons he desires to keep his identity secret:

### HIS FIRST LESSON IN DIPLOMACY.

An incident I recall of my salad days may be cited as an example of how not to do it. It was about the time that bleached sponges were introduced. I had been reading some yellow-press yarn to the effect that the sponges used in hospitals were thrown away after the operations, and were subsequently recovered by the rag-pickers, cleaned and bleached, and then placed on the market as the new article.

Whether this story was true I have no idea, but at the time I considered it a good one. One day a customer, a clergyman by the way, called to buy some sponges. The opportunity was too good to be lost, so I retailed to him my story of the bleached sponge. As it happened there were a few bleached sponges in the stock, and it never entered my swelled head that the customer would at once jump to the conclusion that all such sponges belonged to this same delightful category. I did observe that he handled the things very gingerly, but in the end he bought a few sponges, unbleached. Not many hours after, in came the same gentleman, and handing over the parcel of sponges to my governor, asked that it be exchanged for some proprietary medicine.

His request was granted and he went off much relieved. My employer grew curious, and of course, nothing loath, I narrated my sponge story. I draw a veil over the rest of that scene; it beggars description. To this day I still remember the lesson I learned on "How not to do it."

### A PARIS GREEN THAT PROVED INERT.

Miss Nora I. Mitchell, Sparta, Michigan, maintains that she is not infallible. In fact, she has sent us a double contribution which gives proof of the fact:

School had been closed only a week, and I had taken a position behind the counter. One cannot learn the location of every article in so short a time, as I have found out since. But at that time I thought I "knew it all," so when Mr. B. planned to go to the city one afternoon, I said, "Certainly, I'll be able to take care of the store."

Everything was lovely until an old man who lived four miles out in the country entered. After buying a box of "special priced" soap which we were advertising and had displayed in the window, he asked for a half pound of Paris green. Dear me! Where, oh where was the Paris green?

"Oh! yes, we have it," I said, trying to remember where to find it. "We aim to keep everything that should be kept in an up-to-date drug store."

I began to look around, and finally the old man surmised that I did not know where it was, and made some remark to that effect. I was greatly humbled when I had to explain that I had not been in the store very long and did not know where to find everything. He began to help me, and, at last, in a tall can high upon the shelf, the desired article was found.

"Yes, sir'ee, I'd know that was Paris green; there ain't anything else just that pretty green color," he said as he lifted the can down. I weighed out his half pound and he went on his way rejoicing.

That night Mr. B. returned, and I told him I had no trouble about finding things, except the Paris green.

"Well, you didn't find any herè, did you?" he laughed and asked.

"Why, sure, I did," and I told him where it was. When he saw the can he laughed and said: "Well, the old man might paint his vines with that, but I fear not many potato bugs will care about it. The Paris green is in that keg in the back room. I thought after I had gone that it had not been opened."

Thereupon he put the chrome green can back on the shelf among the dry paints. The next week the old man appeared and said his Paris green didn't



work first rate, and he'd take a pound this time an' give it to 'em stronger!

#### DISPENSING CASTOR OIL FOR OLIVE OIL.

Miss Mitchell sends us a second contribution which emphasizes again the need of vigilance:

The store was full of customers and a lady wearing a black silk dress rustled in. "I want some medicine for my daughter," she said, looking dubiously at the little girl who came forward to wait on her.

"Yes, ma'am, what will it be?"

"I want some olive oil in this," and she produced a three-ounce bottle. "Can you get it?"

"Oh yes, ma'am. Did you want the best oil? We have two grades."

"Certainly I do. I will take no other. My daughter is trying to use it internally and it is hard for her to take it. When she was a child I could not get her to take castor oil, and she can't to this day," she explained.

Dear me! dear me! Why did she talk about castor oil! The bottle was soon filled and labeled, and the lady in silk rustled out upon the street.

The next morning the usually smiling husband of the young daughter entered the store with a clouded face as if there might be a storm brewing. "Whatever did you sell Mrs. E. last night?" he asked in thunder tones.

"She wanted some olive oil," faltered the little girl, her heart seeming to give one last beat.

"Yes," he continued, "she asked for olive oil, but this is what she got," holding forth the identical three-ounce bottle. "My wife took a big table-spoonful of it and is terribly sick. Will it hurt her?"

"Oh, no! Oh, no! That's only castor oil," bravely declared the clerk, beginning to breathe easier. "Dr. Z. often prescribes larger doses than that. It is good for people. I'll get you another bottle and fill it with olive oil;" which she did, and the storm cleared away, though confidence and a customer were lost forever.

## SUGGESTIONS OF INTEREST TO CLERK AND PROPRIETOR.

**Plan for a Window-dressing Contest—Care about One's Personal Habits—Good Cheer in the Morning Greeting—How a Druggist Put a Stop to Inattention.**

By XENO W. PUTNAM.

#### A WINDOW-DRESSING CONTEST.

A window-dressing contest among the clerks is sure to attract great local interest, particularly among the friends of the participants.

Give each clerk in turn a window to dress entirely to his own taste. At the beginning of the contest, it would be well to set some cost limit which no clerk must exceed. Within that limit each should be governed only by his own taste.

Advertise the contest freely in the newspapers; also display both in the ad. and in the window the name of the clerk whose window is on exhibition at the time. Simultaneously run a popular voting contest to determine which window is, in the estimation of the public, the winner, and offer the winning clerk a prize. No doubt a good many votes will be cast for favorite clerks without regard to merit, but by requiring some reason for the choice with each vote submitted a good many valuable suggestions will be received from the people themselves, as to what pleases them and how they are impressed by various window-dressing

problems. In any event, it will insure a more critical window inspection from many people if they must search out some good "reason" for voting in favor of a certain pet clerk. At the end of the contest the community will be far more familiar with the variety of goods which an up-to-date drug store keeps than it ever becomes through inspecting the work of a single window dresser.

#### PERSONAL HABIT A COMMERCIAL ASSET.

The commercial value of personal habit can hardly be overestimated by any business man. It vitally affects our interests with people with whom we only come in contact either daily or occasionally. The jovial commercial man engages us in a wine supper or game of poker with seemingly no thought beyond the passing of an idle hour. But in his next report, if he is observing and conscientious, may appear a word of warning:

"Better be careful of Brown's account. He drinks with too much relish and bears a practiced hand at the tables."

Then Brown notices a little tightening up of his

credit and wonders why; lays it to hard times, dyspepsia, anything, in fact, but the true cause—that little blowout. Perchance there isn't any dinner at all; only a somewhat convivial conversation. Then the traveling man's note of warning reads:

"Brown will do to watch. He's a good fellow, but can tell altogether too much about the fast set of the town and where to have a good time."

The credit of more than one house has been curtailed, even though the bills had been paid promptly and the rating remained unchanged, simply because the wholesaler's representative had sent in a report which aroused suspicion.

A retailer not long since advertised for a business partner, and after some little delay received correspondence from a man who seemed specially adapted to the place. Investigation proved to be mutually satisfactory, and the papers of the partnership were made out ready for signature. Twice the applicant called at his future partner's office during business hours to discuss some trivial detail, only to find his man out on both occasions. The spirit of inquiry happened to be upon him, and, without suspecting anything wrong, he traced his tardy business friend to a near-by pool-room. That settled the partnership. The business itself was all that he could ask of it, but the man behind it was open to just enough question to spoil an otherwise ideal association.

It is impossible for us to know just how, when, or where personal habits are scrutinized by some commercial connections with whom we do business.

#### THE MORNING GREETING.

There is a magical enthusiasm or its opposite communicated to the employees, and through them to the public, in the way the proprietor says "Good morning" to them when he first comes in. If he greets them not at all or in an indifferent, haughty manner, a cloud comes over the spirit of the men and they work solely for the purpose of drawing their salary. Everybody feels the wet blanket and the chill of the soda fountain permeates the room for the rest of the day so thoroughly that any prospective purchaser freezes up before he has time to untie his purse-strings.

A bright, cheery greeting sends a glow of interest into the whole force, from the demure young lady who dispenses smiles and soda to the office

boy who murmurs, "Golly! That's warming. Here's where I thaw out and get busy."

If you smile but once during business hours, let that be when you say "Good morning" to your employees. This at least "unlimbers" them for the day and enables them to give the "glad hand" to that part of the world with which they come in contact, your customers.

#### DESTROYING THE "WHAT" HABIT.

Impress upon the clerks, both by precept and example, the importance of distinct speech. Conversation carried on by a group of average young people is generally interspersed with exclamations of "What," "What did you say," "I didn't understand you," until one is inclined to class the "what" habit along with the cigarette and the gum habit.

There is a good deal of carelessness both on the part of speaker and listener, all the outgrowth of the very habit that it fosters. It is so easy to ask for a repetition that no special effort is made to understand the speaker in the first instance. Furthermore, when one knows that he will be asked to repeat, what is the use of speaking distinctly?


One merchant, realizing that some of these thoughtless young people were occupying places where they conversed with people who are accustomed to having their orders understood, "electrified" his force one morning by placarding his entire store with "what" in every conceivable manner and position. Cards of all sizes bore it. His window drapery fell into festoons which reproduced the four letters. Even his newspaper advertisements were thus headed in large type; the ads. were in turn followed up with some general announcement of "*What* we have." The whole affair was so unusual that it created considerable talk, though nearly everybody agreed that it was a sample of very poor advertising. At least it banished the objectionable word from his establishment so effectually that whenever a forgetful clerk lapsed, he was at once the storm center of ridicule among his fellows; so the ad. accomplished the purpose for which it was intended.

Of course the employees were given printed slips regarding the "what habit" that rendered the true purpose of the unusual display plain enough to them, although the public were none the wiser regarding the heroic treatment of a seemingly insignificant but rapidly growing disease.

## DOLLAR IDEAS.

### UNIQUE ADVERTISING.

*C. E. Frost, Wapello, Iowa:* We supply the barbers with shaving papers bearing our ads. They hang on a hook in front of the chair. We use six designs and place them on the hook alternately; so each time a man is shaved he sees a different ad.





A Little Dime Buys  
a Little Bottle of  
Much Joy

**FROST'S SURE  
CORN RELIEF**

Sold and Guaranteed by

**C. E. Frost**

DRUGGIST.


**LYGIA**

THE CIGAR THAT BRINGS  
YOU BACK AGAIN

Sold only by

**C. E. FROST**

Druggist.



Only well-known articles are advertised. This idea is well worth trying as the papers cost only 50 cents a thousand and bring good returns. Two of the ads. are shown in the accompanying displays, reduced considerably in size. The originals are  $4\frac{1}{2} \times 5\frac{3}{4}$  inches in size.

### GLYCERIN, BENZOIN, AND ROSE-WATER.

*E. P. Ferté, Spokane, Wash.:* So much trouble is experienced in mixing tincture of benzoïn with aqueous solutions, particularly in the familiar toilet preparations of glycerin, benzoïn, and rose-water, that I offer my method of manipulation. It answers perfectly. I put the water or aqueous solution into a wide graduate and stir it rapidly with a circular motion with a glass rod. At the same time I drop in the benzoïn gradually near the periphery of the rapidly moving solution. Saturation follows quickly.

[NOTE BY THE EDITOR.—In this connection it may be pertinent to mention a paper by Franklin M. Apple, of Philadelphia, on a similar preparation. Mr. Apple's method of preparing a mixture of glycerin, benzoïn, and rose-water appeared in full on page 427 of the October BULLETIN.]

### FOR CHAPPED AND CRACKED HANDS OF LABORERS.

*Frank Green, Jr., Maryville, Mo.:* Here is a good formula for an antiseptic skin lotion to be used on the chapped and cracked hands of laborers, farmers, mechanics, and miners. Their hands are usually so callous that the ordinary toilet creams do not soften and heal them. My formula makes an excellent application for burns, stings, and all irritations where a cooling, healing, antiseptic lotion is indicated. It is also useful as an after-shave.

Boric acid.....	2 drachms.
Salicylic acid.....	4 drachms.
Zinc sulphocarbolate.....	30 grains.
Menthol .....	10 grains.
Spirit of camphor.....	2 fluidounces.
Glycerin .....	4 fluidounces.
Spirit lavender compound.....	$\frac{1}{2}$ fluidounce.
Bay rum, q. s.....	16 fluidounces.

This preparation may be put up under any appropriate name in 4-ounce packages, which retail at 25 cents. This price gives the retailer a good profit and pleases the consumer.

### A SUGGESTION FOR PERFUME LABELS.

*Calvin Wadsworth, Jr., Saginaw, Mich.:* Writing perfume labels while the customer waits for the package is not a good practice. It is conducive to scribbling, and in any event involves a waste of time for the druggist and patron alike. A neat system is as follows: Let the best penman in the store first write a stock of the labels at his leisure, doing the job nicely. Then have the same man take some small, blank drug envelopes, equal in number to the different bulk odors in the perfumery case, and write the names of the odors in large and clear lettering on the flaps. Distribute the labels in the envelopes and put the latter upright in a suitable box, classifying them alphabetically. By this method any envelope can be easily found, and the labels are ready for instant use. A relatively larger number of labels can of course be written for the more popular odors.

### HOW TO WEAR EYE-GLASSES WITH SECURITY AND COMFORT.

*Aaron Lale, Boston, Mass.:* Those who wear eye-glasses are usually troubled because they either slip from being too loose or cause pain and inflammation by reason of a tight adjustment. Happening to be one of these victims myself, it occurred to me

that I could prevent all trouble by applying tincture of benzoin compound to the nose guards. The preparation proved to be excellent for the purpose. I have used it for about two years. I keep the tincture in a 2-drachm vial with a brush in the cork and apply it to the guards about once a week, making each application in three layers and blowing away the alcohol solvent each time. It strikes me that this product can frequently be sold in the drug store by mentioning it to such sufferers. Or it may be regularly put up, neatly mounted on a display card and placed on the show-case.

#### A RECORD OF PRESCRIPTION REFILLS.

*Lewis S. Hammerslough, Baltimore, Maryland:* Often a customer wants a prescription refilled but has lost the container. He cannot give you the date of the original prescription, but can tell approximately the week or month during which it was last refilled. For such customers, and for other purposes as well, I find my "Book of Repetitions" indispensable. It reads as follows:

(Date of Repetition in this Place.)

Number of Prescription.	Date of Prescription.	Physician's Name.	Pill, Powder, Ointment, Suppositories, or Mixture.	Price.	Customer's Name.	Name of Dispenser.

#### A SERVICEABLE SOAP.

*John Blamey, Falmouth, England:* In common with many of your readers, I occasionally receive a call for a powerful detergent to remove grease, stains, and dirt from the hands. The following is not only extremely effective but also very profitable:

Saponis mollis.....3 pounds.  
Turpentine.....1 pint.

Melt the soap in an evaporating dish. Remove it from the fire. Add the turpentine little by little, stirring after each addition. When cold, rub a small piece into the hands, rinse with warm water, and you can remove the most obstinate stains.

This preparation also removes the objectionable odor of iodoform and is much appreciated by surgeons and nurses.

#### A SUGGESTION FOR MAKING BASHAM'S MIXTURE.

*William R. Cobb, Paterson, New Jersey:* Your "Idea" column is all right—a good idea. Here is a kink regarding Basham's mixture that has saved me many hours during my years at the counter: I keep a stock bottle containing all of the ingredients of this preparation except the tincture of iron. This should be kept in a separate container. Ten minims of the tincture, when added to one ounce of the first solution, gives a bright preparation of Basham's mixture. When this product is made in the usual way it deteriorates, and so I recommend two stock solutions of Basham's mixture instead of one.

#### A SIFTING DEVICE.

*M. R. Shotwell, Denver, Colorado:* Some drugs run through a sieve slowly, notably compound licorice powder and condition powders. I find that the following method facilitates the work immensely: I fill the sifter with the powder and then take an ordinary soda glass, invert it and press the edge down through the powder until it touches the wire meshes. By giving the glass a circular motion, at the same time maintaining the contact with the sieve, you can force the powder through a fine mesh.

#### A FLAKY COLD CREAM.

*Lillian L. Goldblatt, New York City:* To make a light, flaky cold cream pour the melted wax and oil into the hot mortar, and then pour the rose-water-borax solution *at once* into the hot, almost boiling oil. Be sure to have the rose-water boiling hot. Continue the stirring with the pestle until the cream congeals, always describing an eight within a circle. The result will be a light, flaky product similar to some of the fine proprietary cold creams now on the market.

#### ANOTHER METHOD OF MIXING OINTMENTS.

*A. H. Bosworth, Wichita, Kansas:* For mixing and triturating ointments, a shallow, enameled, steel evaporating dish and a flexible spatula are very handy. These utensils enable you to triturate the ointment while warm, wherever this is desirable. The spatula, by its flexibility, readily fits the curve of the dish, thus insuring thorough and rapid workmanship. In a one-gallon dish you may prepare from one to five pounds of ointment at a time.

## SELECTIONS.

### SHOULD ALCOHOLIC DRINKS BE DRUNK?

Two things have happened recently that seem to have led to unusual popular interest in the question as to the wisdom of employing alcoholic drinks medicinally and in other ways. One of them is a communication signed by sixteen British physicians of great eminence, published in the *Lancet* of March 30. The signers declare their belief in the correctness of the opinion that in disease alcohol is "a rapid and trustworthy restorative." "In many cases," they add, "it may be truly described as life-preserving, owing to its power to sustain cardiac and nervous energy while protecting the wasting nitrogenous tissues." They further say: "As an article of diet, we hold that the universal belief of civilized mankind, that the moderate use of alcoholic beverages is, for adults, usually beneficial, is amply justified. We deplore the evils arising from the abuse of alcoholic beverages. But it is obvious that there is nothing, however beneficial, which does not by excess become injurious."

The other thing is the publication by the Putnams of an English translation of a remarkable German book, by Dr. J. Starke, strongly advocating the habitual use of alcohol in moderation under the strenuous conditions of modern life. Between them, these two publications have incited some of the New York newspapers to present the views of several well-known physicians. As might have been expected, these views differ radically, and we doubt if the public will be much benefited by being made acquainted with them. Physicians are not always free from fanaticism, which, on this question, may take either the one direction or the other, that of the very free stimulation advocated fifty years ago by Todd or that of the absolute disuse of alcohol said to be carried out literally by Sir Frederick Treves, of whom it is reported that he will not allow a drop of any alcoholic drink to be taken into his house.

It seems to us that both these extremes should be avoided, and we think there is a great deal of sense in what the *Sun* represents Dr. Francis Delafield to have said: "I use it myself as a beverage whenever I feel like it, and prescribe it to my patients when I think it will do good." Nobody questions that the immoderate use of alcohol is to be deplored, and we

as a profession ought to consider whether we cannot do more than we are now doing to combat the drink habit. We think Dr. Crothers, of Hartford, is quite right in pleading, as he has recently done in the *Albany Medical Annals*, for the more general instruction of medical students in the means of reclaiming persons who are falling into the habit.—Editorial in the *New York Medical Journal*.

### REGARDING "KEY WEST" CIGARS.

The movement recently inaugurated by manufacturers and citizens to protect the integrity of the name of Key West, when used in connection with cigars, is a step in the right direction, and one which should be encouraged by the trade generally.

It is possible to find cigars that were made in New York, in Pennsylvania, and in various other sections of the United States, openly masquerading as Key West goods. Most of these cigars that thus appropriate the name of Key West are of indifferent quality, while some of them are positively rank. As a natural consequence, the smoker who gets a cigar of mediocre quality which is wrongfully labeled as a Key West product is almost certain to acquire more or less prejudice against the genuine Key West cigar.

Key West came into existence as a cigar manufacturing center under most auspicious circumstances, and had it been possible from the beginning to have prevented anything but high-grade clear Havana cigars from being packed and sold as Key West goods, the city would undoubtedly have come to be of far more importance commercially than it is at the present time.

In all frankness, however, it must be admitted that the first really serious blow—and a blow that at one time threatened to prove fatal to the best interests of Key West as a cigar manufacturing center—was struck not from without, but from within.

It was not long after Key West had attained to fame as a place that produced absolutely fine cigars, when a few fakirs descended upon the town, and for the sake of quick profits for themselves went far toward robbing the Key West cigar of its good name. Key West, of course, gained its reputation on fine clear Havana cigars, made by workmen from Cuba, employed under essentially "tropical" climatic conditions that prevail in Havana.

With the entry of the "cheap" cigars into the cigar manufacturing industry in Key West, cigars that were

anything but clear Havana were put out under the Key West label and brand mark, and considerable quantities of Pennsylvania, Ohio, and other cheap domestic tobaccos found their way into cigars made in Key West.

To the everlasting credit of the cigar industry it should be said, however, that these fakirs were comparatively few in number, and that the great majority of cigar manufacturers in Key West maintained the integrity of their cigars as clear Havana goods. At the present time the general standard of quality of Key West cigars is as high as it has ever been before, if not even higher.

It is therefore extremely essential that every proper precaution should be taken to prevent that standard from being lowered in the estimation of smokers, through having inferior cigars made in other sections offered as Key West goods.—*Tobacco.*

#### RUBBER FROM WHEAT.

That a substance chemically identical with india-rubber may be made from wheat, and that a process for manufacturing it has been perfected by William Threnfall Carr, an English inventor, is asserted by

William Thomas Walsh, writing in the *Technical World Magazine*. The peculiarity of this process is that it requires an organic substance—the ferment of ordinary saliva—which the inventor proposes to secure in sufficient quantity from animals. Says Mr. Walsh:

"It was by accident that Mr. Carr made the first step in his great discovery. He was but a small boy then. Passing one day through a field of wheat, he plucked a few grains of the cereal, and, chewing them, formed the glutinous compound so familiar to every country lad. Many years later, recalling his early experience, he began putting his theory to the test. His first laboratory was a small shed in his back yard; his apparatus, a coffee-grinder and a kettle of hot water. Later he was able to obtain the use of the best shops and laboratories in England.

"His early experiments showed his theory to be founded on fact—namely, that wheat mixed with saliva, or rather with ptyalin, a chemical element found in saliva, does produce a kind of rubber. Ptyalin acts as a ferment, and, combined with starch, forms what is called dextrose, which in its



AN ELEGANT CHICAGO PHARMACY.—In North Chicago handsome drug stores verily abound. In fact only a fairly impressive one 'can hope to stand the stress of competition. Among the more recent of the enterprises in this locality is that of Mr. Alexander Glogau, at the corner of Clark and Diversey Streets. The fixtures and equipment are handsome, as may be seen from this photograph. It shows the interior of the store with the proprietor in the foreground. Mr. Glogau is an experienced man, having been connected formerly with the prominent Chicago firm of Buck & Rayner. He bids fair to build up a good business.



turn, treated by special processes, takes on the characteristics of rubber. The ascertaining of these facts was but finding, not solving, the problem. In what proportions to mingle the two ingredients, and where to procure ptyalin in sufficient quantities, were questions that had to be answered, if the discovery was to be anything more than a curious scientific fact. Prolonged tests showed that there is no substitute for ptyalin; but they also showed that the common hog secretes this chemical in unusual quantities. This point settled, the rest was a matter of patience, skill, and time.

"The various grades of rubber in use are quite numerous. They range from the thin solution for water-proofing to the tough material of the golf-ball. Mr. Carr discovered that any particular grade might be produced by arresting, at a precise moment, the fermentation process between the wheat and ptyalin. The most accurate, painstaking, and prolonged effort was required to discover the precise moment in each case. Six grades of rubber are the result. They may be used for the following purposes: for water-proofing; for tubes and other flexible material; for tires; as a substitute for lino-

leum; for paving purposes; and for golf-balls. Others will follow from time to time. A syndicate has been formed in England to push the new product; and two of the governments on the Continent are said to have purchased the patent rights for their respective countries.

"In the face of the fact that so many men have failed in their attempts to produce a similar product, how can we be at all certain that the new product will realize our expectations? There is usually a specific test for the genuine as against the spurious. In the case of cereal rubber the test is vulcanization. This is a process of hardening, through the introduction of sulphur, to enable rubber to resist the action of heat and solvent chemicals. But three substances, so far as is known, can stand this process: they are natural rubber, gutta-percha, and the new product known as cereal rubber.

"Finally, the question of the cost presents itself. For practical purposes that is the vital question. And the answer is, cereal rubber can meet natural rubber, in open competition, in the markets of the world. It can undersell it. The initial cost of transporting the liquid product of the forest to the man-



AN ELEGANT CHICAGO PHARMACY.—In this view we have a striking prescription window which recently appeared in the city. The exhibit is strictly pharmaceutical in character. To the left is a handsome circular stand upon which appear seasonable bottles. An assortment of suppositories, herbs, galenicals, and soluble elastic capsules are arranged on the floor of the display stand may be seen on the extreme right: the shelves are of glass and exhibit an attractive array of toilet articles. The display is made up entirely of the products of Parke, Davis & Co., and conspicuous mention of this firm appears on a number of the labels.

ufacturing plant is a heavy one. Moreover, additional expense is entailed by the necessity of removing certain impurities which natural rubber accumulates in its crude state. Indeed the question is rather, will natural rubber, on which the world has depended in the past, continue to find a place as an article of commerce?"—*The Literary Digest*.

#### HOW TO DISPENSE A PRESCRIPTION.

When a prescription is brought in, read it over and be sure that you understand what the physician wants, and if it is necessary to ask the customer any questions about the prescription, do it then. Explain to your customers how long they will have to wait, and ask them to be seated until the prescription is ready. Sometimes if you are in doubt about a prescription, you can get some light upon it by asking the customer about how old a person the medicine was intended for, and what verbal directions the physician gave, etc., without in any way disparaging the physician.

If possible, prevent all talking behind the prescription counter, but if you are unavoidably interrupted, stop all work until you have answered the questions and then take up your work again. Before compounding a prescription, examine it carefully to see if the doses are correct and if any incompatibles occur. Decide upon the proper method of compounding the prescription.

To facilitate this work I keep hanging over the prescription scales a book of doses and incompatibles, for convenience in looking up such things quickly if I am in doubt about any point. If the dose is unusual, find out from the physician if any peculiar condition is to be met.

For instance, I have a prescription for an unusually large dose of morphine, and in ordinary cases it would have killed the patient, but upon inquiring of the physician he said the patient was addicted to the use of the drug and required the large dose.

Having satisfied yourself upon these points, take down from the shelves the articles needed for compounding the prescription and place them before you.



A PROMINENT FIRM IN SOUTHEASTERN ARKANSAS.—The People's Drug Store, Stuttgart, Arkansas, is to all appearances a heavily-stocked and up-to-date pharmacy. The main room, represented in this engraving, is 25 by 140 feet. Speaking of the firm's trade policies the manager writes: "We carry no paints, heavy oils, or window-glass. We deal neither in jewelry nor in candies. Last but not least counter-prescribing is never practiced in our place; consequently we possess the good-will of the doctors and enjoy a large prescription business." Dr. L. H. Morphey, senior member of the firm and a leading practitioner, may be seen on the right of the picture talking to a woman. Mr. H. H. Horst, the junior member and manager of the firm, is seen on the left selling a bottle of the world-famous Peruna. The fixtures, made of cherry and finished in mahogany color, are doubtless among the finest in the State.

Upon weighing or measuring each ingredient, check it off on the prescription, just as you would check an item on an invoice. Then, before putting the package back in its place on the shelf, look at the label again and thus be certain that you have used the proper medicine.

A habit well fixed upon us is a great help, if it is a good habit. So this habit of looking at the label the second time I have found to be of very great benefit to me. After compounding your recipe, read it over again carefully to be sure that you have it right. If you have given the proper attention to reading the prescription you should be able to repeat from memory each ingredient it contains and the amount of each prescribed.

The labeling of the package is the next step, and this should have the same care that you have bestowed upon compounding the prescription.

The label should have upon it the name of the patient, and if the physician has failed to put the name on the prescription, find it out if possible and put it on your label. The label also should have the number of the recipe, the date upon which it was filled, and the physician's name, as well as the full directions for taking the medicine. The prescription should have the corresponding number and date upon it and the price marked in your private system. The prescription should have marked upon it also anything of special note, like some particular manufacture of a pharmaceutical used, etc. This will greatly aid in accuracy in refilling the prescription if it is brought back.

Another thing that will aid greatly in the proper understanding of your prescriptions is to make yourself familiar with the handwriting of your local physicians. For these doctors are the ones whose prescriptions you will have to compound oftenest. Also familiarize yourself with the abbreviations they use and the particular preparations they prefer. For instance, we have a physician that uses the normal tinctures exclusively, and although he does not specify them in his prescriptions, we understand that he wants them used.

Another writes simply "c. s. and p. tablets" for tablets of calomel, soda and podophyllin. Perhaps some one will say the physician should specify more particularly what he wants. True, but I am writing of conditions as they are and the best way to meet the difficulties that exist.—From a paper contributed by H. W. McDONALD to the Tennessee Pharmaceutical Association.

## LETTERS.

### SUNDAY SALES IN NASHVILLE.

To the Editor:

You ask for the facts concerning the enforcement of our Sunday closing law in Nashville. About the first of October a new mayor was elected in our town, and he at once proceeded to enforce all the laws in the city code, in a very vigorous manner. In fact his honor dug up some old statutes which were not known before that time to be in existence. Some of these obsolete laws affected the drug business very materially, inasmuch as the sale of all merchandise was prohibited with the exception of medicines, soda water, and cigars. The writer and a number of other druggists thought this state of affairs offered a golden opportunity to get together on some sort of a Sunday-closing arrangement.

Unfortunately, however, there were enough druggists in the town who thought differently to outvote us. In the meantime the ice cream, confectionery, and other interests became very active and caused to have introduced in the city council a number of bills to amend the present law, and some of these have had one and others two readings in the council. As the conditions are at this writing I am thinking we will not have Sunday-closing hours in Nashville for some time to come!

IRA B. CLARK.

Nashville, Tenn.

### THE WISE THING TO DO.

To the Editor:

The drug-store proprietors of Bellefontaine, Ohio, believe in shorter hours and Sunday closing. They have agreed to a man to close their stores every evening at 8 o'clock from January 1 to April 1. Consequently their clerks feel very grateful. In the past they have kept their stores open for two or three hours on Sunday to accommodate physicians, but beginning with the first Sunday in 1908 their stores will be closed tight all day Sunday.

Then the emergency question arises. Well, they get around that very nicely; every druggist or drug clerk has a 'phone, and quickly responds to calls of necessity. Such a summons is always expected, and one feels willing to answer it since he realizes that by so doing he can enjoy a Sunday rest.

The physicians of the same town have also signed an agreement to close their offices each evening at 6

o'clock, that they may have more time to spend with their wives and families, and more time to devote to reading and recreation.

A CLERK.

January 4, 1908.

### A NOVEL DISPLAY OF OLIVE OIL.

To the Editor:

In displaying a window of olive oil the druggist comes in direct competition with the grocer. A grocer is not warranted in constantly filling a window with bottles and cans of oil, as every one is familiar with this display. The public does not give a window full of bottles a second thought. Something else must be added to attract the attention of the public, and the live druggist must differentiate his window from that of his neighbor. At present when the pure food agitation is prominent, it is well to take advantage of it and combine our knowledge and skill as pharmacists in displaying a window which will demonstrate quality and do credit to our profession.

Our plan is simple and easily carried out. An ordinary display rack, plenty of olive oil, a few show cards, and a little apparatus suffice. Make a setting of olive green tissue covering the floor and background; place the bottles and cans of oil on the shelves of the rack and around on the floor, but leave one side free: here place the apparatus, racks of test tubes filled with colored liquid, a hydrometer containing water colored olive green, a burette or two, and a few flasks and beakers. In front of this collection of apparatus place test tubes visible from the outside, one containing olive oil and one full of cottonseed oil. Perform the official nitric acid test for cottonseed oil and olive oil or some other simple test, and label it in plain language. Near the test tubes place this show card:

The PURE FOOD LAW Test for Olive Oil  
USED BY THE U. S. GOVERNMENT.  
We Have the PURE Oil!

At prominent positions in the window may be put these cards:

Warranted ABSOLUTELY PURE OLIVE OIL,  
Free From Peanut and Cottonseed  
Oils.  
EXTREMELY Palatable and Nourishing.

Be sure to have cards giving prices of the various sizes plainly in view. This window attracts considerable attention, and is well worth the time spent in the preparation.

FRANK H. FOSTER, Ph.C.

Oak Park, Illinois.

### ARE DRUG-STORE COMBINATIONS SUCCESSFUL?

To the Editor:

I am at present a drug clerk, and I have been reading with a great deal of interest the articles which Harry B. Mason has been contributing to the BULLETIN, describing the operations of the large drug stores and their branches. I wish to ask you if in your opinion a company, with ample capital and conducted on careful business principles, is generally successful with two or more stores? Why are so many ventures a failure in that line?

Can a firm do business on a gross profit of 40 per cent? I mean taking 67 per cent as a basis for figuring, counting 25 per cent for operating expenses and estimating 15 per cent for net profits.

I am anxious to have your personal opinion on this because I am considering such a move, for the reason that I am not willing to be contented with a small store and the bare living with which most druggists have to content themselves.

INQUIRER.

[NOTE BY THE EDITOR.—In the very nature of things we shall be unable to render a definite and satisfactory reply to your letter. Given the proper conditions, and assured a competent management, combination drug stores are a decided success, but as the opportunities for development are greater, so are the chances for failure larger, and there is more need for ability and aggressiveness than in the single store. This is the whole question in a nutshell.

We do not know how much managerial and constructive ability you possess. We do not know just how good the conditions are in the locality which you propose entering. For these reasons we cannot hold out any definite assurances to you personally. There are several combinations of drug stores throughout the country which are meeting with a distinct success and which are paying handsome profits to their promoters. Others, on the contrary, have failed lamentably. It takes a good deal more brains and experience to run three or four stores than it does to run one, and managerial ability is a thing which has not yet been developed on a very large scale in the retail drug business.

You ask whether a firm could do business on a gross profit of 40 per cent, and we reply "yes" in a most positive manner. Forty per cent would be a large profit for a group of drug stores, for the reason that such stores usually satisfy themselves with smaller profits in order to get the public coming their way. A net profit of 15 per cent is gratifying in any kind of a retail drug business, and we venture to say that it is more than is realized by nine druggists out of ten. If you could establish a percentage expense of 25, and realize a gross profit of 40 per cent, you would certainly succeed in your venture, and succeed most brilliantly.

To sum up, your success or failure would depend primarily upon your ability, and secondarily upon the conditions which surround you. In the language of the day, it is up to you.]

# DENATURED ALCOHOL AND PHYSIOLOGICAL NORMAL SALT SOLUTION.

To the Editor:

Mr. F. W. E. Stedem strikes the nail squarely on the head in his letter referring to the price and demand for denatured alcohol as printed in the *BULLETIN* for December.

The best price obtainable on denatured alcohol in half-barrel lots from San Francisco jobbers a few months ago was 55 cents. The present price is no doubt lower,* but this figure gives an idea of what the small dealer has to pay.

I advertised the article quite extensively at that time in an endeavor to work up a demand for it, but the presence of benzine is a great objection when the alcohol is employed for burning purposes, and that is about the only use for which the druggist may recommend it.

I cannot see wherein denatured alcohol possesses any advantages over wood alcohol for the mixing of paints and similar purposes.

I have noticed also the recent references in the *BULLETIN* to physiological normal salt solution. I have spent several years in various hospitals as pharmacist, and I have always put up and instructed nurses to use .6 of 1 per cent of sodium chloride in making physiological or normal salt solution.

FRED I. LACKENBACH.

Saratoga, Ill.

## A WASHINGTON'S BIRTHDAY PARTY.

To the Editor:

With the approach of Washington's birthday, many druggists will be devising schemes for a holiday window. Last year I arranged a display which proved a winner. We draped the floor of the window with green cloth, thus securing a grass color effect. This was covered with cherry branches and cherry logs with Washington hatchets in them. There were candy boxes picturing Washington and his home on the covers. Washington buttons and rosettes, American flags of silk, and post cards depicting leading scenes in Washington's life, were features of the display. A flag was kept flying by the breeze from an electric fan. Pedestrians up and down the street could see it fluttering in the air.

At the rear of the window were two American

flags 5 by 7 feet, held back by curtain cords. Between them was a picture of Washington, handsomely framed and bearing a card reading "Official Portrait of Washington from the White House Gallery of Presidents' Portraits." We had 36 electric bulbs which had been dipped in solution so that they alternated red, white and blue all around the window. The candy which we sold in the store during that week was put up in boxes with American flags embossed on the cover.

It was surprising to notice the number of school-teachers who visited our store and bought post cards and novelties for the pupils, as these emblems were instructive. I think this display will prompt many readers of your journal to put in similar exhibits for Memorial Day, the Fourth of July, and other patriotic occasions. We have a special display for every holiday. It shows originality, creates curiosity, attracts the people, and brings in new customers. Furthermore, it demonstrates that the store is up-to-date and that the latest thing can be found here.

D. CHAS. O'CONNOR.

Fitchburg, Mass.

## A FREE BOOK ON "ESPERANTO," THE INTERNATIONAL LANGUAGE.

To the Editor:

Notwithstanding the immense amount of publicity which has been given to Esperanto, the international language, I find that at this time not more than one-tenth of the people of the United States have even a vague idea of its purpose and scope, and perhaps not one in a hundred has a reasonably definite conception of it. As a sort of counter-irritant to the irresponsible criticism which is occasionally circulated by the uninformed, I have printed for free distribution a second edition of 100,000 copies of a small primer, "Elements of Esperanto," setting forth the grammar, word-construction, and purpose of the language, and will mail a copy to any person who requests it, sending stamp for postage. While you may not be personally interested, there are thousands of your readers to whom this movement for an international auxiliary language, which now covers every country on earth, will appeal as something more than a fad, and they would appreciate your giving publicity to this letter.

ARTHUR BAKER,

Editor "Amerika Esperantisto."

1239 Michigan Ave., Chicago, Ill.

*About 38 cents in barrels and 42 cents in half barrels.—  
THE EDITOR.

# THE INVENTORY NOT SUCH A BUGBEAR AFTER ALL!

To the Editor:

The spirit moves me to thank you for your efforts along the line of urging druggists to take annual inventories. Immediately after my return from the New York meeting of the A. Ph. A., at which the editor of the BULLETIN instigated a long and profitable discussion on the question of invoicing, we took the matter up in our store, and at the end of ten days we had completed a job which I had previously looked upon as impossible even if necessary. Our every-day business was not interfered with in the least, and the satisfaction that the knowledge gave us amply repaid for the extra work involved. With kindest regards, I am,

FRANK H. CARTER.

Indianapolis, Ind.

[NOTE BY THE EDITOR.—Even ten days is a long time for the completion of an inventory, and it is doubtless accounted for by the fact that Mr. Carter had not taken an inventory in many years, and had thus developed no system to make the task easy and relatively simple. Once the inventory has been initiated, two or three days at the outside ought to prove sufficient.]

## A USEFUL STIRRING ROD.

To the Editor:

There are many little "wrinkles" which may be observed to good advantage in making tools for the prescription counter. Though the idea which I submit may not be entirely new to many pharmacists, it will doubtless be of service to a great many:

Take one of your glass stirring rods, heat it to a red heat in an alcohol flame and press the soft end against a cool spatula or pill tile. This puts a wide, circular disc on the end of the rod. When one desires to break up small undissolved crystals in solution he will find this rod very suitable. It breaks up the crystals and hastens solution.

Stamford, N. Y.

E. C. HANFORD.

## REMOVING STAINS CAUSED BY PHOTOGRAPHIC MATERIAL.

To the Editor:

I noticed in the October BULLETIN, on page 433, a paragraph suggesting potassium cyanide as a remover of stains caused by silver nitrate. It has been my custom to rub this potassium salt over my hands and then wash it off with running water, but there is another chemical which does the work more quickly and is at the same time perfectly harmless.

Simply cover the stained parts with tincture of iodine, and then wet the hands freely with water of ammonia and rinse them in clear water. Use no soap. I do not know whether a weaker solution of iodine would do just as well, nor am I sure that it would remove all kinds of stains, but it certainly has proved effective in decolorizing the hands when they have been dyed by toning prints. It is equally effective in treating silver and certain drug stains.

Harrisburg, Pa.

MILLARD F. MCHENERY.

## CAUGHT UP FOR SELLING JAMAICA GINGER.

To the Editor:

I was reported last month for selling essence of Jamaica ginger, and had to pay the revenue license as liquor dealer to keep from being prosecuted. I would like to know what readers of the BULLETIN think about this. I can sympathize now with Mr. J. P. Freeman, whose experience in selling Hostetter's Bitters was chronicled in the "Letter" department of the December BULLETIN.

Columbia, Ala.

G. C. MOORE.

## FROM AN ENGLISH READER.

To the Editor:

I may say that I receive considerable help and inspiration from reading the BULLETIN. I simply could not do without it. With every good wish, believe me, yours most sincerely,

Falmouth, England.

JOHN BLAMEY.

To the Editor:

Your letter at hand and contents noted. I must say the BULLETIN has been a great help to me, and it should be found in every drug store as it is certainly the best journal out.

Dillsburg, Pa.

C. K. BUSHEY.

* * *

To the Editor:

I have only recently embarked in the drug business, and I am more than pleased with the BULLETIN OF PHARMACY—in fact would not be without it for many times its price.

Lamar, Mo.

CITY DRUG STORE.

* * *

To the Editor:

I like the BULLETIN better than any of the journals I am taking and wish you the greatest success.

Memphis, Tenn.

GUS. A. LAVISON.



## BUSINESS HINTS.

### A Toilet Window.—

A neat display of toilet articles appeared not long since in the window of Dr. J. A. Taylor & Son, of Gridley, Illinois. The arrangement is simple, but artistic. Two steps, elevated from the floor of the window, are carpeted with a white cloth. The first row of articles includes an assortment of



dentifrices and talcum powders, showing an array of attractive packages. The step above exhibits combs, brushes and other toilet accessories. The top row displays a number of shaving requisites. The pots of ferns serve to enhance the general artistic appearance of the window.

### Advertising a Massage Cream.—

R. B. Hanlon, a reader of the BULLETIN in Wellington, New South Wales, Australia, sends us an admirable little booklet which he has recently issued for the purpose of exploiting "Hanlon's Massage Cream." We shall not describe the make-up of the booklet further than to say that it was a fine specimen of the printer's art—coated paper being used, tint blocks being employed, illustrations being used with good effect, and the whole thing being gotten up generally with fine taste. Here is the text:

#### HANLON'S MASSAGE CREAM.

The practice of massaging, or gently rubbing the skin, has become popular in all circles of society. The only explanation of the widespread popularity of this practice is that the art of massage has demonstrated that it has beneficial effects upon the skin, just as pleasant and judicious daily exercise has upon the whole body.

Indeed, massage is nothing more than a scientific mode of gently exercising the skin and its underlying tissues, thus clearing out impurities, toning up the circulation of the blood through the minute vessels of the dermis (lower skin), and infusing the epidermis (surface skin) with new vitality and a healthy color.

But massage does not accomplish the best results unless during its operation the hands are anointed with a softening emollient which will prevent all friction and irritation.

#### HANLON'S IS AN IDEAL MASSAGE CREAM.

It is a combination of the purest materials that can be obtained. It comes the nearest of anything that we know of to replacing the natural oil of the skin, which is lacking in all of the conditions already mentioned, as is clearly shown by the dry, rough condition of the skin.

Besides being a nutritive skin food, readily absorbed, its tonic properties give decided restorative powers when massaged into a skin that tends to fade and become wrinkled. It is entirely free from all substances that could in any way harm the most delicate skin. It is so pure that

#### IN THE NURSERY

it takes the place of powders, salves, ointments, witch-hazel, and other applications for relieving irritation caused by chafing. It also heals minor skin ailments and hurts.

It acts like a charm upon a lady's skin, quickly softening and smoothing rough patches, healing chapped surfaces and cracks, moistening dry, harsh spots, restoring the color to faded complexions, clearing the skin of pimples, blackheads, and the like, filling up hollow places, and taking away premature wrinkles, lines, and other marks of advancing years.

IN THE SUMMER it is one of the best things that we know of for relieving and healing sunburn, and for removing tan and freckles.

IN THE WINTER it is very healing for all kinds of chaps, cracks, and roughnesses, keeping the skin clear and soft.

IN THE SPRING it is very effective for removing and healing eruptions of the skin, and for clearing the skin of a muddy appearance.

IN THE AUTUMN it is a most excellent toilet preparation for counteracting the ill effects of summer sunburn and for rapidly restoring the skin to its natural softness and beauty.

Ladies whose complexions are fading and wrinkling, become greatly attached to this preparation as soon as they know of its delightful and beneficial results from actual use.

We ask you to give it a trial, confidently believing that if you do so you will be like the other ladies who have tried it, and always keep it on your dresser as an exquisite toilet requisite for the proper care of your skin.

### Regarding Cough Syrups.—

Fred W. Connolly, a successful druggist in Dorchester, Mass., recently suggested in an article contributed to *The Apothecary* that in the sale of specialties the druggist should have two or more preparations of each kind. He recommended particularly that there be two or three cough syrups—one especially adapted for children and for general purposes, and another, perhaps more sedative in character, to be used for obstinate coughs. This reminds us that Charles Rehfuess, the well-known Philadelphia druggist, has at least three cough syrups, his idea being that if a man tries one and doesn't think it efficient, another may still be suggested to him under the plea that no one product is universally suited to all cases.

### A "Spruce" Looking Store.—

D. F. Davis, one of the readers of the BULLETIN, gets out a White Pine and Red Spruce cough mixture of his own. Last year at the appropriate season he advertised it in the



manner shown in the accompanying photograph. The preparation itself was put in one window, while the other contained, as the legend on the glass indicates, some "pure spruce gum from the woods of Maine."



## PRACTICAL PHARMACY.

### Recent Contributions to Pharmacy.—

E. F. Kelly contributes some interesting observations to *The Apothecary*.

#### MAKING AROMATIC CASCARA WITH MAGNESIUM OXIDE.

According to Panchaud, magnesium oxide should not be used in the preparation of fluidextract of cascara, because it *forms* with oxymethylantraquinone a magnesium salt difficultly soluble in alcohol, thereby depriving the product partly of its activity. This, as mentioned by another writer, is attacking an almost established pharmaceutical fact and calls for unmistakable proof.

#### YELLOW IODIDE OF MERCURY.

A novel method of preparing mercurous iodide is proposed by Syillard. Disintegrate the mercury by shaking it violently with chloroform. Then add the iodine dissolved in much chloroform. Reaction takes place at once. The salt is precipitated and can be removed and dried in the dark.

#### DIACHYLON OINTMENT.

Kuester mentions that diachylon ointment should never be kept more than six weeks, as decomposition results. No mention, however, is made of the decomposition products. Blunhi contributes a method for the preparation of iodine ointment using the iodo-oleates. The alcoholic solution of the iodine is shaken with three parts of oleic acid. The alcohol is evaporated at a low temperature and the residue heated in a closed bottle to 100° C. for some hours before being mixed with ointment base. Swan recommends the use of wool-fat two parts, hard paraffin two parts, and soft paraffin (melting point 36-39° C.) six parts, as a base for phenol ointment instead of white petroleum.

#### PEROXIDE PREPARATIONS.

Mention should be made of the attention and work which is being devoted to the oxygen liberating preparations. Their value depends upon the presence of either peroxides or perborates. The peroxide, usually that of calcium or zinc, liberates first hydrogen dioxide, which in turn furnishes active oxygen, while the perborate, usually that of sodium, liberates active oxygen upon coming into contact with water, and is, therefore, the more desirable. This property of the peroxides and the perborates is taken advantage of in various powders.

#### Formula for Thymol Iodide.—

Since thymol iodide has now become official, many formulas for its preparation will no doubt spring up. For several years a product made by the following formula has been used both in private and hospital work, with results most gratifying (Frederick E. Niece, New York City):

Thymol.....	1 ounce.
Potassium hydroxide.....	1 ounce.
Potassium iodide.....	1 ounce.
Iodine.....	½ ounce.

Completely dissolve the potassium hydroxide in one pint of warm water, then add the thymol in a very fine state of division, and completely dissolve the same in the solution.

Then dissolve the potassium iodide in one pint of water, add the iodine in portions, completely dissolving it in this solution. Combine these two solutions by mixing with constant stirring, and allow the mixture to stand a while.

Prepare a fresh solution of chlorinated lime by adding one pound of the purest grade of lime obtainable to two gallons of water. Into this solution pass chlorine gas for a few minutes, which greatly aids the virtue of the solution in a subsequent reaction. Allow this solution to stand also until the undissolved or more compact lime particles settle to the bottom of the container. After subsidence has taken place to some extent carefully pass the solution through a finely meshed straining cloth, retaining in the cloth as much of the lime as possible. The lime left on the cloth may be thrown away. This solution should not be clear, for a slightly turbid solution is preferable on account of the suspended lime present. Place this solution in a five-gallon earthen vessel and add the combined solution of salts in portions, mixing well by constant stirring. In a few minutes, or by the time all of the solution of salts is added, a heavy, copious, reddish-brown precipitate will have formed. The precipitate completely settles by allowing the vessel to remain standing for some time, and soon after the supernatant liquid is carefully removed and passed through a double-pleated filter. The filtrate is preserved for future treatment as above by the addition of a new supply of a fresh solution of chlorinated lime for the purpose of obtaining a complete separation of the iodide thymol. The remaining portion of the solution holding the precipitate is next poured on the above filter, the precipitate is allowed to drain, and then is thoroughly washed while still moist with large quantities of water acidulated with hydrochloric acid (six ounces of acid to the gallon of water). This treatment should be carefully made in order to free the precipitate as far as possible from the excessive lime and alkalies present, and in such a manner as not to alter the product chemically. Follow this treatment with a thorough wash with pure water, until the wash water fails to act with litmus paper. Dry the precipitate at not over 98° F. in a dry, dark place. Weigh the dry product, deduct the weight of one filter, and the net weight is obtained. The yield should be from four to five ounces, at a cost of from twenty to thirty cents an ounce if prepared on a large scale. The dried product is then carefully powdered and stored in pasteboard packages or glass bottles.

If the process is carefully carried out the product should stand every official test.

#### Syrupus Hydrochlorophosphatum, N. F.—

At a recent meeting of the Chicago Branch of the American Pharmaceutical Association, F. W. Nitardy presented an improved formula for this preparation. The amount of sugar was reduced from 525 grammes to 425 grammes for 1000 Cc. of the finished syrup. He had found it impossible to prepare this syrup according to the N. F. directions. In the mixture of phosphoric acid and water the citric acid would not dissolve, at least not without heat. By dissolving the citric acid in the water alone, solution is easily accomplished, and the phosphoric acid may then be added. The carbon dioxide formed by the reaction saturates the liquid and causes trouble by slight effervescence during the remainder of the process; it may be driven off by gently heating the

solution at this point. If the alkaloidal salts and the soluble ferric phosphate are placed for solution in the orange-flower water a precipitate forms which requires so much heat to dissolve it that the flavor of the orange-flower water is mostly lost. This is prevented by dissolving the alkaloidal salts only in the orange-flower water and the soluble ferric phosphate in a small quantity of hot water and adding these solutions to the first one. The mixed solution should be filtered at this point, and as much water should be added as possible so that the addition of the glycerin and sugar will make nearly 1000 Cc. It is found that enough water to make the filtrate measure 470 Cc. can be added, in which the sugar should be dissolved before the glycerin is added. The syrup under the improved formula is easily and quickly made and presents an elegant appearance.

#### A New Incompatibility of Resorcin and Petrolatum.—

At the last annual meeting of the Pennsylvania Pharmaceutical Association, L. L. Walton read a paper on a persistent incompatibility:

Menthol .....	3 grains.
Eucalyptol .....	3 minims.
Resorcinol .....	2 grains.
Petrolatum, liquid .....	½ fluidounce.

Ft. sol. Used as a nasal spray.

Mr. Walton stated that the insolubility of resorcinol in liquid petrolatum was at once recognized; but he thought its property of liquefying when rubbed with menthol might possibly overcome the difficulty. A turbid looking mixture resulted, which afterwards showed a yellow, resinous precipitate which, separated and tested, gave the characteristic color reaction for resorcinol. Additional experiments were tried, using ether, acetozone, absolute alcohol, and acetic ether, without obtaining any satisfactory results, so that Mr. Walton was unable to dispense the prescription at all as a permanent solution. He read the paper to elicit suggestions which might help him surmount the difficulty.

#### Fixing a Standard for Pepper.—

At a recent meeting of the Philadelphia College of Pharmacy, Henry Kraemer and Harry E. Sindall presented a joint paper on "The Microscopical and Chemical Examination of Black Pepper." Professor Kraemer stated that this was the first of a series of similar papers which he and Mr. Sindall intended to present. Then, taking up the subject of the paper, he said that while pepper is official in several of the pharmacopœias, little of it is employed in medicine, its chief use being as a condiment, and it is wisely being dropped from the pharmacopœias. He pointed out that there are a number of products official in the U. S. Pharmacopœia which are used as spices or for flavoring purposes, for which no definite standards are given, while the U. S. Government has adopted exact standards relating to the quality of these products. This, the speaker said, emphasized the desirability of the revisers of the Pharmacopœia taking advantage of scientific investigations pertaining to every official product, and of fixing high standards for them. Professor Kraemer demonstrated the histological structure of the pepper fruit by means of blackboard drawings, and called attention to the microscopical characters distinguishing the chief adulterants of pepper now employed, namely, pepper hulls, olive stones, cocoonut shell, Cayenne pepper, and wheat middlings. He

then called upon Mr. Sindall to present some of the analytical data which he had obtained in the examination of samples of known quality and of commercial samples.

#### Syrup of the Phosphates of Iron, Quinine, and Strychnine.—

Commenting on various pharmacopœial preparations in a paper read before the New York State Pharmaceutical Association, Alfred I. Cohn, Phar.D., remarked that it was rather difficult to see why a special preparation—glycerite of the phosphate of iron, quinine, and strychnine—should have been necessary to add to the list of U. S. P. preparations just for the purpose of making one syrup, which can be very simply made by a modification of the formula for the elixir of the phosphates of iron, quinine, and strychnine. Dr. Cohn thought there could surely be no good reason for making and keeping in stock the glycerite, if the following formula, adapted to the U. S. P. requirements, is employed:

Soluble ferric phosphate.....	20.00 Gm.
Quinine.....	25.00 Gm.
Strychnine.....	0.20 Gm.
Distilled water.....	30.00 Cc.
Alcohol.....	60.00 Cc.
Dil. sulphuric acid.....	8.00 Cc.
Syrup .....	to make 1000.00 Cc.

Dissolve the ferric phosphate in the distilled water by the aid of heat, and add 400 Cc. of syrup. On the other hand, dissolve the quinine and strychnine in the alcohol by the aid of heat and the dilute sulphuric acid, and add 400 Cc. of syrup. Now pour the alkaloidal mixture into the solution of the iron phosphate, and add sufficient syrup to make the whole measure 1000 Cc. In this case, too, care must be taken not to pour the solution of the iron phosphate into the alkaloidal solution, otherwise a precipitate forms which is rather unmanageable.

The small quantity of diluted sulphuric acid imparts no noticeable acidity to the preparation. Should the presence of acid be objectionable, however, quinine bisulphate and strychnine sulphate in proportionate quantities may be used. The result is all that could be desired.

#### A Color Chart for N. F. Preparations.—

At a recent meeting of the Northern Ohio branch of the American Pharmaceutical Association, Professor Feil brought up the question of a standard color for N. F. preparations tinted with cudbear and other dyes. He said that the official color standard among artists is the Prang color chart; that on this chart there is a tint which corresponds to the proper color for alkaline antiseptic solution; that it would be a good idea for the National Formulary Committee to print such a chart, which is inexpensive and can be easily purchased in quantity lots, as a frontispiece to subsequent editions of the National Formulary, thereby establishing an official standard of color.

#### A Non-greasy Skin Cream.—

Dr. I. V. S. Stanislaus, writing in *The Apothecary*, gives a formula for a skin cream which contains neither oil nor grease and which can be sold in collapsible tubes:

Pure stearic acid.....	30 grains.
Cacao butter.....	5 grains.
Sodium carbonate.....	20 grains.
Borax.....	5 grains.
Glycerin.....	25 Cc.
Water.....	400 Cc.
Mucilage of tragacanth.....	100 Cc.

Place the ingredients in a capsule over a water-bath, and heat until effervescence ceases. Remove the mixture from the heat, and when it begins to stiffen, add alcohol, 30 Cc., containing the desired perfume in sufficient quantity, and mix well. Permit the preparation to harden. Now reapply the heat, heat up vigorously until fluffy and creamy, and fill into tubes.

## BOTANY AND MATERIA MEDICA.

Monthly review by OLIVER A. FARWELL,  
Botanist of Parke, Davis & Co.

### Annual Report of the Missouri Botanical Garden.—

The eighteenth annual report of this institution contains a number of scientific papers, among which may be enumerated the following:

The literature of *Furcraea*, with a synopsis of the known species, by J. R. Drummond.

*Plantæ Lindheimerianæ*, Part III, by J. W. Blankinship.

Additions to the genus *Yucca*, by Dr. W. Trelease.

*Agave macroacantha* and allied *Eugaves*, by Dr. W. Trelease.

The germination of *Hydrastis canadensis*, by Henri Hus.

Of these papers the most interesting is the *Plantæ Lindheimerianæ*, giving a short account of Lindheimer's botanical work in Texas, a short biographical sketch of the man, and an enumeration of the plants collected by him during the years 1849 to 1851 inclusive. This paper supplements Engelmann and Gray's *Plantæ Lindheimerianæ* and completes the publication of Lindheimer's Texas collections. Fifty sets of about 650 numbers will be distributed among various herbaria.

### Guayule Rubber.—

According to Mr. Hillier in the *Kew Bulletin* the guayule rubber plant of Mexico has been identified as *Parthenium argentatum* A. Gray, one of the sunflower tribe of the aster family (Compositæ). The plant produces an inferior grade of rubber that can be used as a substitute in many forms of manufacture, especially in a vulcanized form. The wild plant brings as high as \$100 Mexican per ton and contains 18 per cent of rubber; thus far, however, manufacturers have been able to obtain only about 12 per cent rubber. The wild plant grows in sufficient quantities in Mexico, Texas, and Arizona to supply the demand for many years to come. The plant can be cultivated, but it takes about ten years to bring it to a size fit for profitable working. The visible supply of wild guayule is not so large as at first believed to be, as it has been confounded with the closely related *Mariola*, *Parthenium incanum* H. B. K.

### Source of Gum Ammoniac (Fashook).—

The identity of the plant yielding the African gum ammoniac (the ammoniac of the ancients) has been solved through the successful cultivation of the plant at Kew. It is illustrated and described in the *Botanical Magazine* as *Ferula communis* Lin. var. *brevifolia* Mariz. It differs from the type only in having shorter ultimate segments of the leaves, which are filiformly dissected. Formerly, it was believed that *Ferula tingitana* Lin. yielded this product.

### Bulletin of the New York Botanical Garden.—

The last number, vol. iv., No. 14, is devoted to the final instalment of Dr. H. H. Rusby's enumeration of the plants collected in Bolivia by Miguel Bang, with additions, notes, and corrections referring to the previous parts which ap-

peared in the memoirs of the Torrey Botanical Club. The publication of the gramineæ of this collection has been deferred, as it is not possible to give them, at the present time, the critical study of specialists which they demand. The importance of this contribution to systematic botany becomes evident on glancing through its pages; 226 new species are described; three new genera—two (*Tournefortiopsis* and *Pæderiopsis*) of the Rubiaceæ and one (*Vassobia*) of the Solanaceæ—are also described. A number of undescribed species collected by Mr. Bang, but not included in the distributions, will probably be published later in connection with the publication of Mr. R. S. Williams's collections.

### The Sponge or Dish-cloth Gourd Poisonous.—

Mr. C. L. Bose, chemical examiner to the Bengal government, was led to the investigation (*Calcutta Medical Journal*) of the dish-cloth gourd (*Luffa Ægyptica* Mill.), on account of a poisoning brought about by the use of the fruit of this vine for cooking purposes. It appears that there are two forms of this plant, one yielding a bitter, non-edible, and poisonous fruit, and one an edible fruit. The bitter fruit yielded two toxic glucosides, one of which is an emetic and the other a purgative resembling colocynthin in its appearance and physiological action.

## BOOKS.

### "THE PIANOLIST."

Music and pharmacy are not particularly related to one another, but druggists may nevertheless be interested in a guide for pianola players which the BULLETIN has just received from the publishers. Thousands of persons with a keen delight in music, and thoroughly appreciating the really good thing in musical art, have for the first time in their lives been enabled to gratify their tastes through the medium of the mechanical piano player, which, while "mechanical" in name, is after all anything but mechanical in effect, since abundant latitude is left for individual interpretation and expression. It is to such persons that "The Pianolist" is addressed. The book is written by Gustav Kobbé, who is, we believe, a musical critic of some pretension in New York. For the most part the volume takes up the more conspicuous examples of musical art in some systematic order, discusses their meaning and nature, and gives suggestions for their interpretation. The publishers are Moffat, Yard & Co., and the price of the book is \$1.00 net.

### A BOOK ON DRUG SYNONYMS.

A handy little vest-pocket booklet of 96 pages has recently been compiled and arranged by O. V. R. Smith, Ph.M. It contains 2000 synonyms and their names with English equivalents, and is published by the George A. Miller Printing Co., of Des Moines, Iowa. The names involved are all drug titles. The booklet will be found valuable to druggists and clerks who frequently receive calls for articles under names which are somewhat unfamiliar.

## QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

### *The Estimation of Alcohol in Liquid Pharmaceuticals.*

W. E. F.—Wilbur L. Scoville, writing in the January issue of the *Druggists Circular*, contributes some interesting literature on this subject. He says in part:

"For determining the percentage of alcohol in tinctures, fluidextracts, and most galenical preparations, the distillation method is better. If the alcoholic strength by volume is required, as is usually the case, the liquid is first cooled (or warmed) to the required temperature, and the specific gravity flask is used to measure it. The measured portion is then poured into a still, and the flask rinsed out with a little water which is added to the contents of the still. A suitable distilling apparatus consists of a 200 Cc. Erlenmeyer flask, connected to a Liebig (or worm) condenser with an intervening steam trap. Glass steam traps for distillation are obtained of apparatus dealers easily. They are not essential to the process, but in case of frothing or spurting during distillation they often save the operation.

"In the absence of the steam trap, a bent tube, passing through the stopper of the Erlenmeyer flask, will serve to connect with the condenser. Having adjusted a tared (or weighed) receiving flask so that the end of the condenser dips into it, heat is applied to the distilling flask (by a Bunsen burner) and the contents is distilled slowly until about four-fifths has passed over. The remainder is then cooled, 25 Cc. of water added, and the distillation continued until about 25 Cc. more has been collected. The distillate is then weighed and its specific gravity is taken carefully. The volume of the distillate is then calculated by dividing its weight by its specific gravity, while its alcoholic strength is found by referring to the specific gravity table. The alcoholic strength of the original fluid is then found by the following proportion:

"The volume of the original is to the volume of the distillate as the alcoholic strength of the distillate is to the alcoholic strength of the original.

"This distillation method is the one most commonly employed for pharmaceutical preparations."

### *Two Incompatible Prescriptions.*

W. E. F. has had a few prescription difficulties. The first one is as follows:

Iodide of potassium.....1 ounce.  
Fowler's solution .....1 ounce.

Mix the ingredients and make a solution.

W. E. F. observed a flocculent precipitate in the mixture. According to Ruddiman, the precipitate gives a test of both

arsenic and iodine. There may be an oxy-iodide of arsenic formed. If this mixture be dispensed at all, it should be with a "Shake well" label.

A second troublesome formula is the following:

Ammonia chloride of mercury.....1 ounce.  
Balsam of Peru .....4 drachms.  
Washed sulphur .....4 drachms.  
Vaseline, to make .....3 ounces.

This ointment makes a granular mass. The querist says that "the trouble seems to be with the balsam of Peru and the chloride of mercury."

The BULLETIN suggests the following way of making a smooth ointment from this prescription: Triturate the ammoniated mercury and the sulphur with 3 drachms of oil of sesame (or any similar oil); add the adeps lanæ hydrosus, and lastly, the balsam of Peru. Of course, it is necessary to consult the physician before making a change of this kind.

### *A Stock Solution of Magnesium Citrate.*

F. G. M.—In making the troublesome solution of magnesium citrate, U. S. P., O. C. Moderow uses a stock solution of the salt in concentrated form and then prepares the U. S. P. product extemporaneously. The stock is prepared as follows: Dissolve 22¾ ounces of citric acid in 4 pints of hot water, and add 10 ounces and 200 grains of powdered magnesium carbonate gradually. After effervescence has ceased, heat the mixture until all the carbon dioxide has been driven off. When the solution has cooled, add enough water to make 7½ pints and filter.

To dispense liquor magnesiæ citratis, U. S. P., Mr. Moderow takes 6 ounces of this concentrated solution, 2 ounces of syrup of citric acid, and a sufficient quantity of water to fill one bottle. Then he adds one compressed tablet of potassium bicarbonate, 40 grains, making a bottle of fresh, clear solution equivalent in strength and action to the official product.

### *Cloudy Syrup of Hypophosphites.*

M. J.—The following formula has been suggested for cloudy syrup of hypophosphites:

Calcium hypophosphite .....128 grains.  
Sodium hypophosphite ..... 64 grains.  
Potassium hypophosphite ..... 64 grains.  
Quinine sulphate ..... 40 grains.  
Iron pyrophosphate, scale..... 96 grains.  
Strychnine sulphate ..... 6 grains.  
Sugar .....3½ pounds av.  
Water .....32 fluidounces.  
Simple syrup, enough to make.....½ gallon.

Mix the three hypophosphites, quinine sulphate, and water in a suitable dish, apply a gentle heat until all are dissolved, add the sugar, continue the heat until it is dissolved, then bring the liquid to a boil; remove the vessel from the source of heat, add the iron pyrophosphate, stir the liquid until it is dissolved, dissolve the strychnine sulphate in about 6 fluidrachms of distilled water, add to the preceding solution, strain the whole through cloth, and add enough simple syrup, if necessary, to make the liquid measure one-half gallon.

This makes a thick syrup in which the cloudy matter subsides slowly and is readily diffused through the liquid on agitation. It should be preserved from the light, as it becomes darker on exposure.

### *Deodorizing Denatured Alcohol.*

J. G. C. writes: "Can you tell me what I can add to wood or denatured alcohol to disguise the persistent, offensive



odor? I have tried myrbane and other aromatic oils, but they are not satisfactory."

We know no way of overcoming the smell of denatured alcohol. Benzine is the offensive ingredient. The odor of this product can be disguised somewhat with aromatics, but not with entire success.

On page 132 of the March BULLETIN for 1905, methods were published for deodorizing benzine. But we doubt whether they are effective in combination with denatured alcohol.

The following method is used for deodorizing alcohol:

Alcohol .....	160 ounces.
Powdered quicklime .....	300 grains.
Powdered alum .....	150 grains.
Spirit of nitrous ether.....	1¼ drachms.

Mix the lime and alum intimately by trituration; add the alcohol and shake well, then add the spirit of nitrous ether; set the mixture aside for seven days and filter through animal charcoal.

#### *An Incompatible Hair Tonic.*

A. V. T. sends us the following query: "Here is a formula for a dandruff cure. It gives a white precipitate which I do not like. It will dissolve in a little hydrochloric acid, but I do not know whether that is desirable or whether the residue ought to be filtered away. Please criticize the mixture."

Chloral hydrate .....	30 grains.
Resorcin .....	60 grains.
Tannin .....	25 grains.
Glycerin .....	½ ounce.
Bay rum .....	1 ounce.
Tincture of cantharides.....	½ ounce.
Quinine bisulphate .....	10 grains.
Water, sufficient to make.....	8 ounces.

Let the mixture stand several days in the light and filter it through talcum.

Quinine and tannin are incompatible in solution, the alkaloid precipitating as a tannate. Leave out either of these ingredients, preferably the tannin, and the difficulty will be overcome.

#### *Petrolatum Saponatum Liquidum.*

"A Subscriber" tears out of his copy of the BULLETIN the editorial on "A Troublesome Question" which appeared on page 491 of the December issue. One sentence of that editorial reads as follows: "One druggist, not knowing that petrolatum saponatum liquidum was an N. F. preparation, had searched through a number of his price lists without finding any reference to the product, and finally declared that he was unable to furnish it." "A Subscriber" remarks that he "would like to know where this item is to be found in the National Formulary," and the tone of his inquiry suggests that the N. F. contains no such product. We advise him to consult page 120 of the last edition of the National Formulary, published during 1906.

We are bringing this matter before all our readers from a feeling that perhaps others besides "A Subscriber" would be interested.

#### *Decolorizing Carbolic Acid; Veronal.*

J. J. O. wishes to learn how phenol may be decolorized after it has reddened.

A good method is to add alcohol to the phenol and then cool the mixture to a low temperature. The phenol will

crystallize out in a colorless condition, and the colored alcohol may then be rejected.

Veronal is chemically diethyl-malonyl-urea. The dose is five to ten grains. It induces sleep, does not affect the heart, circulation, or kidneys, and is free from after-effects. It occasionally causes some motor incoördination, especially in the lower extremities; also an erythematous eruption and neuralgia. Generally speaking, veronal is said to be a safe hypnotic.

#### *A Saponaceous Tooth-wash.*

C. W. B.—The following formula makes a dentifrice which will doubtless serve your purpose:

White Castile soap .....	270 grains.
Glycerin .....	4½ fluidrachms.
Simple syrup .....	2 fluidounces.
Water .....	13 fluidounces.
Alcohol .....	13 fluidounces.
Tincture of cardamom .....	2 fluidrachms.
Tincture of Canada snakeroot (1 in 16) .....	2 fluidrachms.
Oil of peppermint .....	25 minims.
Oil of wintergreen.....	25 minims.
Oil of clove .....	6 drops.
Oil of cassia .....	6 drops.
Solution of carmine, sufficient to color.	

Mix the soap, glycerin, syrup, and water; stir well, add the alcohol, then the remainder of the ingredients, and let the mixture stand a few days. Filter the preparation at a low temperature to prevent the soap from separating.

#### *A Good Face Cream.*

L. E. B.—We cannot furnish the formula for the proprietary mixture which you mention. Mr. Ernest Melling, of Bryn, England, has had much success with what he calls "Hazoma Cream." The formula is as follows:

Powdered tragacanth.....	9 drachms and 20 grains.
Glycerin .....	8 fluidounces.
Alcohol .....	5 fluidounces.
Tincture of benzoin.....	1 fluidounce.
Oil of neroli.....	30 minims.
Oil of bergamot .....	80 minims.
Oil of geranium .....	80 minims.
Distilled water .....	48 fluidounces.
Oil of sweet almonds.....	2 fluidounces.

Rub the tragacanth with the alcohol, add the benzoin, then the glycerin and the oils, and lastly the water.

This is one of Mr. Melling's best specialties, and, if nicely made, is an elegant cream. He uses a label of bronze green.

#### *A Troublesome Cream.*

H. G. H. asks whether the following recipe can be compounded:

Epsom salt .....	4 ounces.
Tincture of myrrh .....	4 drachms.
Tincture of benzoin .....	4 drachms.
Soft water, sufficient to make.....	8 or 12 ounces.

In the above formula the gums precipitate. To make a creamy mixture we suggest the following modification:

Magnesium sulphate .....	4 ounces.
Powdered tragacanth .....	90 grains.
Glycerin .....	3 ounces.
Tincture of benzoin .....	½ ounce.
Tincture of myrrh .....	½ ounce.
Water, sufficient to make.....	16 ounces.

To the powdered tragacanth add the glycerin and about three ounces of water. Triturate the mixture until it becomes smooth and then add the tinctures. Dissolve the magnesium sulphate in water sufficient to make six or eight ounces. Add the mucilage and enough water to make 16 ounces. Finally pass the cream through cheese-cloth.

*A Palatable Emulsion of Creosotal.*

H. A. L. wants a formula for an emulsion of creosotal which is miscible with water. It may be necessary for the reader to do some experimental work on his own part before he secures the most suitable combination. As a working basis, however, we submit the following formula:

Creosotal .....	2 drachms.
Gum acacia, powdered .....	3 ounces.
Oil of cassia .....	1 minim.
Oil of cloves .....	1 minim.
Oil of almonds .....	1 minim.
Oil of lemon .....	2 minims.
Glycerin .....	2 ounces.
Alcohol .....	½ ounce.
Syrup .....	3 ounces.
Water, a sufficient quantity to make.....	1 pint.

*A Tobacco Antidote.*

F. G.—According to the *National Druggist*, the bark of the tulip tree, *Liriodendron Tulipifera* Lin., is a good cure for the tobacco habit. A small piece of the inner bark is chewed whenever the habitué has a desire to chew or smoke.

We understand that tablets of gentian, cinchona, and other bitter tonics are sometimes used. The explanation for the efficacy of these bitter drugs is twofold: First, they remove the desire for tobacco to some extent; secondly, by virtue of their taste and presence in the mouth, they take the place of tobacco. The tablets are not swallowed, but are allowed to dissolve on the tongue.

*The Origin of the Show Bottle.*

C. E. C.—The show bottle is a thing of somewhat obscure origin. In the early days of pharmacy the apothecary was wont to keep tinctures and fluidextracts in the window. Later he discovered that these products deteriorated on exposure to light. Dyes, then, were employed as a substitute. In time ornamental containers were supplied for the purpose. Inasmuch as these show bottles proved to be more attractive in the window than the conventional kind which they supplanted, they became a permanent thing.

*An Unsightly Mixture.*

C. B. writes: "What kind of a mixture does the following formula make?"

Quicksilver .....	4 ounces.
Sulphuric acid .....	4 drachms.
Nitric acid .....	4 drachms.
Powdered cantharides.....	1 drachm.

This compound is unsightly. The ingredients and quantities are similar to those of Hydrargyri Subsulphas Flavus, U. S. P., 1890.

*Liquor Ammonii Anisatus.*

S. C.—The formula for this preparation appears in Hager's "Manual Pharmaceuticum." It reads as follows:

Highly rectified alcohol.....	24 parts.
Oil of anise .....	1 part.

Mix and dissolve the oil by agitation in the alcohol. Then add:

Stronger ammonia water.....	5 parts.
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Keep the preparation in a closed flask. The liquid is light yellow.

*A Good Floor Wax.*

G. A. F.—This preparation is composed of 2 parts of wax and 3 parts of Venice turpentine, melted together on a water-bath. The mixture is applied while hot, using a pencil or brush for the application. When the wax has become solid and dry, it should be diligently rubbed or polished down with a woollen cloth, or with a floor brush made especially for the purpose.

*A Worm Powder for Horses.*

S. C. G.—The following formulas appear to be efficient:

(1) Santonin .....	40 grains.
Exsiccated ferrous sulphate .....	60 grains.
Barbadoes aloes.....	60 grains.
Cumin fruit.....	120 grains.

Mix the ingredients to form a powder.

(2) Tartrate of antimony.....	60 grains.
Exsiccated ferrous sulphate.....	60 grains.
Barbadoes aloes .....	60 grains.
Areca nut .....	120 grains.
Sodium chloride .....	120 grains.

Mix the ingredients to form a powder.

*White Stamping Ink for Black Leather.*

A. F. A.—Try this formula:

Zinc white .....	2 drachms.
White precipitate .....	5 grains.
Mucilage .....	1 drachm.
Water .....	6 drachms.

Triturate the zinc white and white precipitate with a small quantity of water until the mixture becomes quite smooth. Then add the mucilage and the remainder of the water.

*A Caustic for Corns.*

T. D. Co.—Two to four applications of this mixture are said to effect a cure:

Liquid terchloride of antimony.....	2 drachms.
Tincture of iodine.....	2 drachms.
Protiodide of iron.....	7 grains.

Mix the ingredients and preserve the preparation in a well-stoppered vial.

*For Completing the Combustion of Ashes.*

M. J. wishes to learn the formula of a preparation which is used to render ashes combustible. During the last year or two oxalic acid has been employed for this purpose. Sprinkled on the ashes, it is said to further their ignition.

*Oxygenated Hand Cleaner.*

W. F. W.—A good and wholesome hand cleaner in powder form is made up in the following way:

Powdered Castile soap.....	30 parts.
Powdered pumice .....	3 parts.
China clay .....	45 parts.
Sodium perborate .....	22 parts.

*Short Answers.*

C. C. S.—The subject of embalming fluids was discussed by Mr. Cooban in the department of "The Druggist's Specialties," on page 304 of the *BULLETIN* for July, 1905.

B. M. E.—The cultivation of golden seal was a subject treated comprehensively by Northam Warren, Ph.G., in the August *BULLETIN*, 1905.

R. B. C.—A process for silvering mirrors was published on page 306 of the July *BULLETIN*, 1907.

# BULLETIN OF PHARMACY

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## THE BULLETIN OF PHARMACY

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## IMPORTANT NOTICE TO SUBSCRIBERS.

The Post-office Department at Washington has recently issued a regulation which directly affects some of our subscribers. It declares that all subscriptions to periodicals must be paid in advance; that all renewals must be subject to the same conditions; that only four months' grace will be permitted with monthly periodicals, and that if subscriptions or renewals are not paid within this time copies of the journal to such persons *will be denied transmission in the mails at second-class rates.* Will our readers be considerate enough to bear this in mind and save embarrassment to themselves and to us by paying their renewals as promptly as possible? We are left with no power to extend credit. The Government is supreme in matters of this kind, and we must observe its mandates.

## THE MONTH'S HISTORY.

### FOOD AND DRUG LEGISLATION.

The subject of food and drug legislation still occupies the center of the pharmaceutical stage. Last month we discussed at considerable length the bill which the drug interests of New York State were endeavoring to agree upon in order that it might be introduced in the legislature at Albany. As we foreshadowed, a compromise was finally effected permitting N. F. and U. S. P. products to depart from the standards prescribed in these books so far as menstrua are concerned, providing, of course, that the facts are plainly stated upon the label. This was thought to leave room for improvement in manufacturing processes and extractive solvents while preserving the alkaloidal or drug strength made official in the N. F. and U. S. P. No serious fault can be found with such a disposition of the matter save the following: The terms of this exempting proviso are not those prescribed in the Federal act, and every time a State law departs from the Federal pattern confusion and embarrassment are caused manufacturers and jobbers who must prepare their goods for consumption in different States, and who must have different labels and different products for different sections of the country. We observe, too, that while prescriptions, U. S. P. products, and preparations of the homeopathic pharmacopœias are specifically exempted from the labeling clause of the draft, no exemption is made in favor of N. F. products. Why this discrimination?

* * *

### WHO SHALL ENFORCE THE NEW YORK LAW?

In New York State, however, the various branches of the drug trade have had much less difficulty in reaching a common agreement among themselves than in bringing other interests to their point of view. The great struggle has been, and

continues to be, over the question of enforcement. As we have previously made clear, the pharmacists of the State are determined that a pure drug bill shall be placed for enforcement in the hands of the Board of Pharmacy. The Board of Health, however, has refused to yield its demand for complete jurisdiction over such legislation, and the result is that no fewer than four pure food and drug measures have been introduced in the legislature. The drug interests are fighting for the success of the so-called Whitney measure, which is the one made the basis of comment in the preceding paragraph. This measure is in the form of an amendment to the State pharmacy law: it deals exclusively with the question of pure drugs and has nothing to say about pure foods. The outcome of the fight will be watched with interest all over the country. The question is one of vital importance to pharmacy and pharmacists, and we may say in passing that the very same issue is now being fought out in the legislature of Maryland, where three or four measures have likewise appeared and are being supported by the various interests affected.

* * *

#### AMENDMENT TO THE FEDERAL ACT.

In the meantime the several amendments to the Federal act which have been introduced in Congress are the subject of considerable debate. Several prominent jobbers, headed by Mr. Kline of Philadelphia, went to Washington last month and put in a vigorous plea against the Mann amendment providing for another government board to devise new standards of quality and to outlaw the label phrase: "Guaranteed under the food and drugs act of June 30, 1906." The point is that such a change in the law would subject manufacturers and jobbers to the necessity of destroying thousands of labels which have been printed at considerable expense and at the behest of the government itself. Neither is it clear that the elimination or change of the guaranty label phrase would yield any benefit, since the government at present has abundant administrative power to prevent the abuse of this language by unscrupulous manufacturers. In the meantime certain manufacturing interests are declaring that the rulings of the Board of Food and Drug Inspection regarding the use of preservatives are unnecessarily strict, and so much pressure has been brought to bear that the President has appointed a new board of chemical experts to settle moot sci-

tific questions of this character—a board comprising five chemists selected from five of the leading universities.

* * *

#### THE RULING REGARDING DYES.

Another respect in which the Board of Food and Drug Inspection, under the chairmanship of Dr. Wiley, has been rather rigid in its rulings is that with reference to the use of aniline dyes. Regulation No. 76 excluded all coal-tar dyes from use in foods with the exception of the following:

Red shades:

107. Amaranth.

56. Ponceau 3 R.

517. Erythrosin.

Orange shade:

85. Orange I.

Yellow shade:

4. Naphthol yellow S.

Green shade:

435. Light green S. F. yellowish.

Blue shade:

692. Indigo disulfoacid.

It is understood by druggists, of course, that this decision affects products like soda syrups as well as foods in the more narrow sense. So far only slight attention has been paid to the ruling by manufacturing interests, and it is announced from Washington that the Bureau of Chemistry is ready without further delay to institute proceedings looking toward the prevention of the use of any aniline dyes except those specifically permitted. The position of Dr. Wiley and the Bureau is that there exists an abundant supply of harmless vegetable dyes and colorings necessary to meet all proper demands without resort to the aniline compounds.

* * *

#### A NEW RULING RESPECTING BITTERS.

More recently a decision has been rendered by the Board of Food and Drug Inspection which will prove of significance to the drug trade. It refers to the labeling of "bitters" with respect to their content of alcohol. Heretofore manufacturers of this class of goods have apparently acted on the assumption that the products were liquors instead of drugs, and that the amount of alcohol present in them need not be printed on the package, since the law makes this demand only of drugs and not of liquors. The board holds, however, that wherever

a "bitters" is described "on a carton or label attached to the bottle, or in advertising matter accompanying the package, as possessing any medicinal or tonic properties, or wherever in fact it does possess such value, it must of necessity be classed as a drug product and, in consequence of this classification, bear a statement of the quantity or proportion of any alcohol contained therein." And the board explains that "the method of stating the proportion of alcohol is that of percentages by volume," as indicated in previous regulations. Druggists and others who are interested will do well to see that this precaution is observed.

* * *

#### THE FIRST PROSECUTION.

It is only recently that the government has gotten things in readiness to undertake prosecutions under the food and drugs act. The first actual case before the courts, indeed, developed only a few weeks ago in Washington. Robert N. Harper was then attacked by the government for the manufacture and sale of "Cuforhedake Brane Fude," and four Washington druggists were involved in the prosecution because the product was found on their shelves. The government contends that the title of this preparation is proof presumptive that the product is claimed to be a cure, and that such an employment of the word constitutes misbranding under the terms of the food and drugs act unless the product really does what it claims to do. Many people have believed all along that the government has taken an untenable position in its rulings with respect to the word "cure," and under the circumstances the outcome of the Harper trial will be watched with eagerness and interest all over the country. It is announced that the loser, on whichever side he may be, will carry the case to the higher courts in order to settle the question once for all. It is also announced that the government has up its sleeve no fewer than 200 other cases which will be brought to trial in the event of success in the present instance.

* * *

#### REGULATING PATENT MEDICINES.

If the government succeeds in cases of this kind it can be seen at a glance that exaggerated claims for patent medicines may not in the future be made on the package—either on the label, the circular, or the carton. The provisions of the food

and drugs act regarding the "misbranding" of drugs will under such circumstances supply the government with ample power along these lines. Patent medicine proprietors, however, will still be left to make whatever claims they desire in their advertisements, and in order to control this phase of the situation a radical bill has just been introduced into Congress by Representative Cudrey of Missouri. Penalties are provided against such advertisements as may be classed as "objectionable, pernicious, false, fraudulent, or misleading." In a word, it is the purpose of the bill to make it a misdemeanor to deceive the public in any manner whatsoever through the medium of advertisements. Every day's continuance of an alleged deceptive advertisement is made a separate offense and will subject the offender to a minimum fine of \$100. It seems abundantly evident that the Federal government is determined to gain a thorough control over the food and drug industries of the country.

* * *

#### LIQUOR CONDITIONS IN GEORGIA.

In an editorial printed elsewhere in this issue of the BULLETIN we have dwelt at some length on the temptation now presented to druggists by the onward sweep of the prohibition movement throughout the country. Some of the points made in our editorial are being illustrated by the present situation in Georgia. Georgia, it will be remembered, enacted a drastic prohibition law a year or so ago. Despite the fact that pharmacists were specifically forbidden to sell liquor even on a physician's prescription, and were permitted to sell alcohol only under very severe restrictions, a few druggists have sought to take advantage of the closing of the saloons throughout the State. As a consequence, public opinion, always adjusted on a hair trigger in this respect, has been quick to declare that after a short time, when matters have settled down somewhat, "the drug stores would defeat the prohibition law by selling intoxicating liquors as a beverage"—either by surreptitiously evading the law or by having it amended in the legislature. Under the circumstances we are exceedingly gratified to see that the members of the Atlanta Druggists' Association, in meeting assembled, have passed a series of resolutions vigorously defending themselves against such charges and declaring in strong words that they would observe the

law in spirit and in letter. The Association declared that "our members are engaged in a legitimate business; it is indispensable to the public welfare; we are conducting it in a perfectly legitimate manner and we shall continue to do so."

* * *

**AN ABSURD AND UNJUST DECISION.** In one respect, however, the Georgia law unfortunately threatens to work a great injury to the druggists of the State. The act outlaws all intoxicating liquors, intoxicating bitters, "or other drinks which if drunk to excess will produce intoxication." This quoted clause has made it possible for the city officials and one of the judges of Atlanta to declare that most of the common galenicals and many of the proprietary preparations are involved within the meaning of the act and may consequently not be sold except upon a physician's prescription. Four druggists, indeed, were brought into court for selling such things as Listerine and essence of Jamaica ginger! All four cases were dismissed by the judge, but the druggists were notified to take warning and to refrain hereafter from the sale of such alcoholic compounds except on prescription. It is inconceivable to us that a legal mind could possibly construe the law in any such manner, and it seems inevitable that the higher courts would reverse a decision of this kind if it were brought before them. In the meantime, however, the druggists of the State, and particularly those of Atlanta, find themselves in an embarrassing position, and we may add that a police justice in Asheville, N. C., has been radical and biased enough to render a similar decision with reference to Jamaica ginger.

* * *

**LIQUOR LEGISLATION IN MASSACHUSETTS.** While on this subject of liquor legislation we may point out that the druggists of Massachusetts are on the eve of changing a liquor law which has been on the statute book for fifteen or twenty years. This law provides that no pharmacist may sell liquor until he has first received "a certificate of fitness" from the State Board of Pharmacy, and it also gives the board power to suspend or revoke the pharmaceutical registration of any druggist on the second or third conviction of the illegal sale of liquor. This measure, when first enacted and for several years thereafter, was looked upon as a very happy solution of the liquor problem as it affected the drug trade, but in later years it has not worked

out so successfully. Among other things it has vested the Board of Pharmacy with judicial functions which it is exceedingly difficult to discharge properly, and it has also brought about a political situation which has been greatly deplored. At the midwinter meeting of the Massachusetts Pharmaceutical Association, held last month in Boston, it was consequently decided to work for the repeal of this measure and to have substituted for it a law restricting the sale of liquor by druggists to physicians' prescriptions. Readers of this department of the BULLETIN will recall that some of the pharmacists of New York City suggested a similar law for the State of New York some weeks ago. The liquor problem, however, is a very perplexing one, and we observe that several physicians in the town of Laconia, N. H., are now under suspicion by the State Liquor License Commission of doing a thriving business in the sale of prescriptions calling for liquors at 25 cents apiece!

* * *

**THE N. F. AND U. S. P. PROPAGANDA.** The N. F. and U. S. P. propaganda is being conducted with considerable vigor in some of the leading cities. In Greater New York five or six pharmaceutical societies have formed a joint "Propaganda Committee" with Jacob Diner as chairman and C. F. Schleussner as secretary-treasurer. It is planned to present every practicing physician in the city with a copy of the "Physicians' Manual of the U. S. P. and N. F." published by the American Medical Association. To do this will cost \$1500, and the expense is to be defrayed by collecting a dollar each from the druggists of the city. Brooklyn, however, is outside this arrangement, and in conducting a special campaign of its own the Kings County Society has already spent about \$1500 this winter. In Chicago a great banquet was recently given in the famous Golden Room of the Auditorium Hotel by the members of the C. R. D. A., and the physicians of the city were present as guests. Interesting speeches were made by prominent representatives of both professions. In Minneapolis a banquet was held early last month and covers were laid for 107. Similar banquets have been tendered the physicians in Jersey City, Wheeling, W. Va., and in two or three other places. In Cleveland, however, financial contributions to the cause from the druggists of the city have been so discouraging that the work has received a temporary setback. In



Detroit a secretary has been employed who will devote his entire time to the local association and who will be paid a salary of \$1200 a year.

* * *

#### NEW ANTI-COCAINE LAW IN ILLINOIS.

Reference has already been made in this department to the new anti-cocaine law of Illinois. The measure was secured at the behest of the druggists of Chicago, who were particularly anxious to disprove the frequently repeated charges of the public press that druggists as a class wink at the narcotic evil. The law is not markedly different from the run of similar measures, and about the only novel feature is a provision compelling jobbers to keep a record of their sales of cocaine and eucaine in order that officers of the law, when suspecting any particular druggist or dealer, may get such confirmatory evidence as the record of large purchases of these drugs would indicate. Only cocaine and alpha- and beta-eucaine are mentioned in the law, morphine having been eliminated during the discussion of the measure by the legislature—an exceedingly unfortunate omission, since habitués who are denied one narcotic will usually turn to another for relief. The sale of the proscribed narcotics is of course restricted to physicians' prescriptions, repetitions are prohibited, and it is provided that upon the second conviction a pharmacist's license as such shall be revoked. The penalty for the first offense is a fine not greater than \$1000, or imprisonment in the county jail not exceeding one year, or both. Other anti-cocaine or anti-narcotic measures are pending in the legislatures of Virginia and one or two other States.

* * *

#### THE GREAT BLACK PLAGUE.

We hear much about the "Great White Plague" of tuberculosis, but very little of the "Great Black Plague" of syphilis and gonorrhea. One claims as many victims as the other, is equally blasting in its destruction of human life, and causes quite as much suffering and despair. The Philadelphia branch of the American Pharmaceutical Association devoted its February meeting to "The Responsibility of the Retail Druggist for the Spread of the Great Black Plague," and a series of remarkable addresses was delivered by prominent local physicians. It was an object-lesson of deep significance. The speakers proved the falsity of the old notion that venereal diseases were insignificant in

character, and they showed by statistics and reports that few human ailments are so insidious, so difficult to treat, so well-nigh impossible to cure, so numerous in their manifestations, and so vindictive and inevitable in their consequences. It was abundantly shown, what the BULLETIN has more than once declared, that no pharmacist should ever attempt to treat a venereal disease himself or even undertake the responsibility of selling a patent medicine for it. Patients should be led to understand the gravity of their condition and referred at once to the care of competent physicians.

* * *

By the terms of a very satisfactory arrangement recently perfected with the local telephone company, the druggists of Chicago now guarantee fifteen cents a day on each telephone booth and receive 50 per cent of all the receipts above that figure. This arrangement ought to prove an inspiration to other local associations throughout the country.

* * *

The recent death of Mr. Diego Gibson, of Buenos Aires, was a great blow to the business interests of his city, and removed the largest retail druggist of South America. The two Gibson pharmacies were made the subject of illustration and description in an article printed in the BULLETIN for September of last year.

* * *

The familiar Currier patent law bill, prohibiting citizens of a foreign country from procuring patents except under such terms as are granted by that country to citizens of the United States, has been reintroduced in Congress at the behest of the N. A. R. D.

* * *

Bills imposing license fees upon itinerant venders of medicines are pending in the legislatures of Oklahoma, Virginia, Ohio, and two or three other States. Pharmacists have been very active during the last few years in seeking restrictive legislation of this kind.

* * *

The Commissioner of Internal Revenue at Washington has classified coca wine as a compound liquor, and has declared that the product may hereafter be sold only by those dealers who have taken out government liquor licenses.

## EDITORIAL.

### WILL WE MEET THE ISSUE?

The retail drug trade of the United States will soon be compelled to face a moral emergency. Will it do so courageously? Will it come out of the fire unscathed and with heightened reputation? Or will it fail to meet the issue and lose heavily in public regard and self-respect?

This is the situation: The prohibition movement, which has always been academic in character and ineffective in method, has been succeeded within the last year or two by a rational, a practical, a systematic, an economic demand for wise liquor restrictions, and this has swept the country from one end to the other. The anti-saloon sentiment has spread with great rapidity in every part of the Union except Pennsylvania, New Jersey, and the Rocky Mountain States. Nearly one-half of the total area of the country is now "dry," and the end is by no means yet in sight.

The out-and-out prohibition States are six in number—Maine, Kansas, North Dakota, Oklahoma, Georgia, and Alabama. The three last named are recent additions to the list, and the Alabama law does not go into effect until the first of January next. In Kansas, where prohibition has usually been honored quite as often in the breach as in the observance, the law has of late been enforced with such vigor that even the "blind tigers" have been rooted out. In most of the other States of the Union—States where total prohibition does not obtain—local-option laws are in force, and town after town, county after county, are voting themselves "dry" and abolishing the saloons. Even in Kentucky, where at least a hundred million dollars is invested in distilleries, most of the State has done "dry," and the liquor wholesalers are making a desperate effort to so reform saloons as to head off the demand for a uniform prohibition law.

This is not the old prohibition movement. It is not being fathered and pushed by the so-called prohibition party. It is an economic movement, and it is fostered by people who realize that intoxication strikes at the root of industrial efficiency, and that a drunken man is a public menace and a public expense. In the interests of economic efficiency, in the furtherance of public decency and order, many

men have proved themselves willing to overlook their individual preferences and unite in passing laws designed to uplift their communities.

How is the retail drug trade affected? In this way:

A prohibition, high-license, local-option, or temperance law of any kind always imperils the standing of pharmacy. It always presents pharmacy with a temptation. As soon as you close up the saloons, or limit their number, people with thirsts will go to the drug store to have them quenched. Only a small minority of druggists are weak enough or grasping enough to yield to the situation, but there are always some who do, while there are other men outside of pharmacy who at once proceed to trade upon the fair name and the respectability of the calling in a most scandalous and contemptible manner. They open a nominal drug store, put a registered pharmacist in charge of the front room, in the back room do a thriving but perhaps secret business in the sale of liquor, and thus defy the law, flout public sentiment, and bring the name of pharmacy to the dust.

History repeats itself. That all this will happen again as the present temperance movement proceeds can scarcely be doubted. Pharmacy will be on trial—is already on trial, indeed—and its duty is writ in large and clear characters on the wall. Individually we must resist the temptation, and, remembering that we are already under suspicion, stand up so straight that we shall be in danger of falling over backward. Collectively we must stand together, ostracize those within the ranks who disgrace their calling, expose all who seek to become saloon-keepers in the disguise of druggists, enact and enforce laws wherever necessary that will enable us to control the situation as it affects ourselves, and in every way possible convince the public, the legislatures, and the officers of the law that we respect ourselves and our profession, that we shall not harbor criminals within our own ranks, and that we are anxious to punish the sinners and expose them to public disgrace and calumny.

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### A SENSATION IN CUBA.

Governor Magoon has Cuban pharmacy by the ears. The atmosphere in Havana drug circles has become very warm and electrical during recent weeks. There have been criminations and recriminations, and even President Roosevelt has been drawn into the tangle.

It seems that years ago the Spanish government decreed that pharmacies could be owned and conducted only by graduates of the pharmacy course of the University of Havana. Well and good. But in time grave abuses developed. The government at first permitted the heirs of a deceased druggist to employ a registered pharmacist to conduct the business, providing the ownership of the stock was placed in the pharmacist so employed, and providing such ownership was duly recorded in the register of property. Next it became a more or less regular practice for the real owner of the business, if not in possession of a diploma, to sell his store nominally to a graduate while really maintaining its ownership by indirection. The graduates so utilized became known as "regentes," and it is declared that there are over 300 of these "regente" drug stores on the island. In very few cases are the nominal proprietors even on the premises, and the diploma which hangs in a conspicuous position is nothing but a farce and a travesty.

Governor Magoon has sought to end all this by abolishing the law compelling proprietors of pharmacies to be graduates of the university. He has accordingly issued a ruling which inaugurates a system of board examinations like that prevailing for the most part in the United States. Candidates who pass the examination, who have had five years' experience, and who conform to certain other requirements are permitted to practice pharmacy and to own stores.

This decree immediately provoked a storm and divided the retail drug trade into two opposing camps. The "practical" men were enthusiastic. The university graduates were indignant. The students at present in attendance upon the pharmacy course at the University of Havana, indeed, went so far as to go on a "strike," and so much support was accorded them that a benefit was given at the National Theater in Havana for the purpose of defraying their expenses. A protest was framed and a commission was sent to Washington to lay it before President Roosevelt. In the meantime Governor Magoon, about to go to Washington himself on other business, promised to suspend the decree until he had returned.

Governor Magoon's position is that the regente situation "is a scandalous evil that ought to be stopped." He believes that requirements which can actually be enforced are more to be preferred than those which, though more ideal from an ab-

stract point of view, are honored in the breach more often than in the observance.

The end is not yet—and we shall wait with curiosity to see how it all comes out.

#### "MY BEST ADVERTISING SCHEME."

Some years ago the BULLETIN established a permanent offer of five dollars in cash for suitable photographs and descriptions of window displays. Last year we went farther and offered one dollar each for short, terse "ideas" of a commercial or pharmaceutical character.

Both offers have enabled us to lay before our readers material of the most practical and interesting sort. So successful have they been, indeed, that we are now establishing a third in the series.

*"My Best Advertising Scheme" will be the subject, and we shall pay \$2.50 in cash for every accepted contribution.*

Please understand that a mere advertisement of an article, however clever and convincing, will not fall within this category. We are always glad to have such ads. for reproduction in "Business Hints," but they are not eligible for the prize offer.

We want advertising *plans*—advertising *schemes*—methods which have been devised and successfully carried out to boom the sales of some one article or perhaps bring the store itself into prominence.

Special offers; window contests; prize schemes; soda "openings"—these suggest what we are looking for.

Then observe three requirements: (1) Describe the plan with sufficient detail so that others will have no trouble in duplicating it. (2) Send along whatever printed matter was used to exploit it. (3) Tell what the results were.

We don't want long articles—first because we don't expect too much for our money, and secondly because shorter papers are better anyway. But the articles ought to be sufficiently complete to cover in a terse and concise manner the three requirements named above.

All plans accepted by us will be paid for by return mail, and we shall then ask contributors for portraits to be printed in connection with their articles.

This about covers it. Now let us hear from you. We have some \$2.50 checks that we are anxious to get rid of—providing we can exchange them for good material.

## PROFITS AND EARNINGS.

### A PRETTY GOOD BUSINESS IN CANADA.

The editor is in receipt of a statement from British Columbia which indicates the possession of a pretty profitable business:

To the Editor:

I have been very much interested in your monthly criticisms of business statements from druggists. I enclose mine for comment:

#### ASSETS.

Value of stock .....	\$ 5,283 07
Fixtures (5 per cent off for depreciation).....	2,040 50
Book accounts (doubtful ones excluded).....	2,767 10
Cash on hand .....	645 63
Credit balance with jobber .....	11 58
Note due the proprietor.....	1,215 00
Total .....	\$11,962 88

#### LIABILITIES.

Bills payable .....	\$ 880 83
Note .....	300 00
Total .....	\$ 1,180 83

#### CONCLUSIONS.

Assets .....	\$11,962 88
Liabilities .....	1,180 83
Value of property .....	\$10,782 05
Total cash and credit sales for the year.....	\$15,000 00
Net cost of purchases.....	9,100 00
Expenses, including proprietor's salary of \$1,000...	2,675 00
Cash discounts .....	275 00

A B. C. DRUGGIST.

With sales of \$15,000, and purchases of \$9100 net, the gross profits for the year were \$5900—a little less than 40 per cent. The expenses were \$2675, or a little over 17 per cent—a very low expense even for a fifteen-thousand-dollar business. This left net profits of 23 per cent, which ought certainly to be very gratifying to the proprietor. Subtracting expenses of \$2675 from gross profits of \$5900, we find net profits of \$3225. Add to this amount the proprietor's salary of \$1000 and we have total earnings from the business amounting to \$4225—a pretty nice thing! Here is certainly one man who makes the drug business pay him—and pay him handsomely.

It would seem, moreover, that "B. C. Druggist"

has been careful in making his calculations. We find, for instance, that he has written off 5 per cent for depreciation in his fixtures, and that he has also excluded all doubtful book accounts from his statement of assets. If he has been equally careful in calculating all of his expenses, and in recording all of the other figures, his conclusions may be depended upon for their accuracy. Incidentally we may grasp this occasion to point out that we have been very gratified to note from several of the last business statements presented and criticized in this department that two of the points upon which we have time and again placed emphasis have been given increasing attention by our readers. We refer in the first place to the necessity of writing off something annually for depreciation in fixtures and book accounts, and we refer in the second place to the imperative necessity of making yearly inventories the basis of any system of business accounting.

Before concluding this article it occurs to us that we might well reprint the definite form of statement for general adoption which was suggested in the September BULLETIN:

Total sales.	Purchases.	Stock increase or decrease (inventory).	Cost of goods sold.	Gross profits.	Expenses.	Apparent net profits.	Depreciation in fixtures.	Depreciation in accounts.	Total depreciation.	Actual net profits.	Inventory stock.	Inventory fixtures.

If some such form as this were to be used by druggists sending us statements for criticism in this department, it would make comparisons more easy and might possibly render the subject more profitable and attractive.

The Texas Board of Pharmacy has decided to exchange registration certificates with those boards which grant Texas the same courtesy, providing the candidates have had four years' experience, attained a general average of 75 per cent in their examinations, and a minimum average of 60 per cent in any one branch. Diplomas will also be recognized from the colleges and schools of pharmacy comprised in the membership of the American Conference of Pharmaceutical Faculties.

## PERSONAL.

### THE PRESIDENT OF THE N. A. R. D.

The president of the National Association of Retail Druggists is one of the most popular men in the drug trade. To his confrères in Philadelphia, and to others throughout the country who know the man personally, he is always referred to affectionately as "Tom" Potts. The Philadelphia and Pennsylvania delegates went to the Chicago meeting of the N. A. R. D. last September with a strong and united determination to make their co-worker president of the organization, and the standing and personal character of the man were such that the movement began spreading rapidly as soon as the convention opened. The day was carried with very little effort.

Returning to Philadelphia, Mr. Potts was greeted at an enthusiastic reception given at the rooms of the new Drug Club. Speeches of the warmest and



Thomas Potts of Philadelphia.

most appreciative character were made by many of his pleased and admiring townsmen, and, quite as much to the point, a handsome gold watch was given him to take the place of the one which he had been unfortunate enough to lose during the week in Chicago. Altogether it was made abundantly manifest that the election of Mr. Potts was

a source of keen joy to the pharmacists of Philadelphia.

Mr. Potts has of course been a conspicuous national and local worker for years. He served twice as president of the Philadelphia Association, and previous to that time was chairman of the Executive Committee. He was for two or three years a member of the Executive Committee of the N. A.



Mr. Potts's pharmacy at the corner of 17th Street and Montgomery Avenue.

R. D. and has throughout the history of the National organization been prominent in its counsels. Born in 1852, educated in private schools until the age of 14, and then beginning his apprenticeship in the drug business in Philadelphia, Mr. Potts was graduated from the Philadelphia College of Pharmacy in the class of '71. He was president of the Alumni Association of the college during 1882 and 1883. His pharmacy is located in Philadelphia at the corner of North 17th Street and Montgomery Avenue, in the center of a good residence district.

### A HUSTLING NEW YORKER.

Perhaps Mr. Jacob Diner, the prominent New York pharmacist, will not feel inclined to thank the BULLETIN for reproducing the photograph shown in the accompanying illustration, and we must admit that it scarcely does him justice. It was an amateur "snapshot" taken at the New York meeting of the American Pharmaceutical Association last September. The scene was a boat-ride, and the occasion was an argument in which Mr. Diner was rather heatedly engaged. The expression was a

fleeting one, but the camera has unfortunately made it permanent. At the New York meeting of the A. Ph. A. Mr. Diner was elected chairman of the



JACOB DINER

Commercial Section, and such are his hustling qualities that within twenty-four hours afterwards he was buttonholing people and assigning them topics for next year's meeting! That the Commercial Section at the Hot Springs gathering in 1908 will be full of interest from beginning to end need scarcely be predicted.

#### DR. ALPERS IN BUSINESS AGAIN.

Dr. William C. Alpers, the well-known pharmacist of New York City, has recently purchased the



DR. W. C. ALPERS.

old established store of E. Lindermann at 495 Columbus Avenue. It will be recalled that Dr. Alpers conducted a prescription store at the corner of

Broadway and 31st Street until it was purchased by the Caswell-Massey Co. two or three years ago and made one of a chain of six or eight stores throughout the city. At that time Dr. Alpers accepted a position as laboratory manager of the concern. This post he resigned some months ago and the company afterwards went into bankruptcy. Dr. Alpers's friends will be glad to hear that he has re-entered the ranks of proprietors.

#### A NEW JUNGMAHN STORE.

Dr. J. Jungmann, the prosperous retailer in New York City owning and operating three large stores, will establish a fourth pharmacy in the new Hudson



DR. J. JUNGMAHN.

Terminal building at Fulton and Church Streets. The building will probably not be completed until May or June. Dr. Jungmann is reported to have obtained a lease on the premises to run for twelve years at a very high figure. The Doctor is a graduate of the Philadelphia College of Pharmacy and was for several years a laboratory assistant of Maisch. The Jungmann pharmacies were made the subject of an illustrated article in the BULLETIN about two years ago.

#### AN INTERESTING PICTURE.

P. O. Bugge is now a pharmacist in Columbus, North Dakota, and he has recently erected a 24 by 72 store for his purposes. Mr. Bugge, however, has not been long in this country. The accompanying portrait was taken in 1889, and at that time he was



studying chemistry in his native country of Norway. The picture is unique in that it shows him in two positions in the same photograph. Mr. Bugge is a



P. O. BUGGE.

graduate of the University of Christiania in Norway and he passed the pharmaceutical examination with the highest grade ever obtained in his country.

#### A NEW HONOR FOR WILLIAM L. CLIFFE.

William L. Cliffe, the prominent Philadelphia druggist, was recently elected to the presidency of



WILLIAM L. CLIFFE.

the Philadelphia Drug Club, an organization which is now in the second year of its existence. Professor La Wall served as president during the first

year, and he and his associated officers succeeded in building up a very successful Club. The selection of Mr. Cliffe was a happy one. He is always interested in every institution or movement which is of any direct or indirect benefit to pharmacy, and he can be depended upon to give freely of his time and energy. A sketch of Mr. Cliffe, together with some reference to his business, appeared in the November BULLETIN.

#### A DRUGGIST CARTOONED.

The *Daily Herald* of Port Huron, Mich., has been cartooning what it calls the "Port Huron men of affairs." One of the recent victims was Major Ed. J. Rodgers, who is not only a successful druggist but a prominent citizen of the community as



ED. J. RODGERS

well. We are reproducing, in considerably reduced size, the cartoon devoted to Major Rodgers. The Major, as his title indicates, is very much interested in military affairs, and if we are not mistaken he attained his rank in the National Guard. As a druggist he is particularly proud of his unique and successful window displays, and the BULLETIN has had occasion to describe a number of them in the department of "Business Hints" from time to time. Recently he has been appointed a member of the Michigan Board of Pharmacy by Governor Warner.

## SEVEN DRUGGISTS DISCUSS STATIONERY.

An Exchange of Views which Will Be Found Full of Valuable Suggestions—The Necessity of a Careful Selection of Stock—How to Advertise this Profitable Line—Selling Methods which Have Proved Successful.

How many druggists have made the stationery line the object of their careful attention? How many aim to keep in touch with the new styles which appear from time to time? How many exercise due caution to avoid overstocking on novelty papers? These questions are suggestive and offer much food for reflection. Seven druggists are this month giving BULLETIN readers the fruits of their experience in the handling and sale of stationery. Their articles are short, practical, and full of useful information. Any druggist who has not had the time or inclination to expend much thought on this line will profit by reading the symposium.—THE EDITOR.

### O. R. NORRIS,

South Whitley, Indiana.

The stationery department in our store is a very profitable one, and we take as much pride and care in keeping the stock up, and in introducing new and popular styles, as we do with any other department in the store.

We are partial to the Eaton-Hurlbut line of box papers because our customers are better pleased



O. R. NORRIS.

with this class of goods. While we encourage the sale of box papers, we also carry a complete line of papers in pound packages with envelopes to match, and a complete assortment also of the higher grade of tablets, with a line of the cheaper ones which we of necessity have to carry. We find

that box papers which range in price from 25 to 75 cents are the popular sellers, while in tablets we carry the line from the common five-cent tablet to the twenty-five-cent kind made of fine linen paper.

### CATERING TO THE SCHOOL TRADE.

Another class of trade we always endeavor to reach is that represented by the school board and the school inspectors. We make it a point to secure all their special orders for school supplies. If they know at the beginning of the term what special tablets or papers they will use, we always plan to have this line on hand to meet the demands of the pupils on the first day of school. There is a good margin of profit in this special stationery. Simultaneously with our advertising for the students' business, we make a special effort to impress upon pupils that we have just what they have been instructed to use in the line of tablets and special papers. As a result we have always been rewarded by the larger part of the students' stationery trade.

### AN EFFECTIVE ADVERTISING CONTEST.

We have tried many special features in advertising the stationery line. One effective scheme is to take space in the local newspaper and at the same time make a neat and attractive window display. This always brings increased stationery sales.

A method which we used on one occasion was the following: We announced in the local paper that we would give every man or woman a free chance in our stationery contest. The contestants were required to write us a letter upon stationery purchased at our store, giving ten suggestions as

to what constituted an ideal city to reside in. Our prizes were as follows: The first, \$3 in cash; the second, \$2 in cash; the third, \$1 in cash; and each of the next five a box of stationery. This contest was conducted for a month, and at its close we selected three professional men as judges. They carefully looked over each letter and gave credits for neatness in penmanship, correctness in spelling and punctuation, and the best and most practical ideas as to what constituted an ideal city for a home. This contest brought many new customers to our store, and proved a good venture financially.

**J. R. HUGHES, PH.G.,**

Garfield, Wash.

Replying to your question, "Does stationery as a side-line pay?" I shall answer both "yes" and "no." When we first opened up here—a town of about



J. R. HUGHES.

1500 people—we had a general line of stationery, such as pencils, school tablets, and school supplies generally. I soon found, however, that all the general stores in town carried such a line, consequently there was not much business in it for any of us. We therefore closed out the line and now carry only a high grade of stationery, such as paperies and the better grade of tablets—goods which the other dealers have never carried.

**STOCKING HIGH-GRADE GOODS.**

At first the outlook was anything but encouraging. People were not used to 75-cent and \$1.00

boxes of writing paper. Twenty-five cents, they thought, was enough to pay, and it looked as if we were holding them up. But I stayed by it. I made an elegant display of Whiting's goods in the window and left it in for one week—and let me say that there is nothing that will attract the people's attention more in a country town than a good display of this kind. In addition to this window exhibit I ran a display ad. in the paper and used announcement cards throughout the store.

This put our stationery business on a paying basis and it has been there ever since. We have educated the people to understand that when they want the correct thing in stationery we have it for them, and we have no trouble getting the money for the goods. Our stationery line pays us a net profit of 40 per cent, and we like it better than selling Peruna!

**ARCHIE STEVENSON,**

Alice, N. D.

To make a success of the stationery department it is necessary to begin with the buying. First bear in mind that you are buying for the ladies, the influential and most refined in the community. Please them, and the rest is easy. You know some of their tastes and desires, and from that buy a staple line that you know will please. Then take a lead out, buy a few, not many, of some brand just a little better.

I aim to keep in stock a good assortment of 5-cent scratch tablets, and a few different kinds of 5-, 10-, and 15-cent ink tablets. I have three kinds of envelopes—the ordinary No. 6 envelope to retail at 5 cents; a No. 6½, of better quality, to retail at 10 cents, and a fine wallet-flap to retail at 15 cents. This assortment answers my purpose very nicely. In box paper my trade calls for about from 35 cents to 50 cents a box, so I stock most heavily with those prices.

**HANDLING THE CUSTOMER.**

I make it a point to show my best goods first in whatever line it may be. I generally open the subject by saying, "Do you want something pretty good?" If the answer is in the affirmative, I begin with the best and talk quality, the evenness of design, the shape of the box, and the usefulness of the box after the paper and envelopes are used up. I find the customer will usually buy a little better quality than he at first intends to if properly handled.

If my question is answered in the negative, and I find that the customer wants something cheap, I begin at the other end of the line and work up. After I have reached my customer's limit, I show her just one or two more styles and quit. I do this with a psychological purpose. I am educating my patron to buy something better, and she will the next time. I never urge a customer to buy, but I enlarge on the merit of the goods, being careful not to make any statements which cannot be made good.

#### WINDOW DISPLAYS.

Window displays of stationery have been profitable with me, and they can be made especially so if the show window is situated so as to be protected from the strong sunlight. Otherwise care should be taken not to have the display ruined. I have not found it profitable to handle the fancy colors either in box paper, tablets, or envelopes. I leave that for some one who has more money to be tied up in stock than I have.

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**H. M. CURRY,**  
Ellsworth, Kansas.

Our stationery department pays us very well. The class of goods most profitable is the medium and high-grade lines. Cheap stuff is unsatisfactory



H. M. CURRY.

from any view-point, excepting perhaps one or two special leaders, such as a school tablet or a composition book which can be sold at five cents. These, to be winners, must be bought in a quantity sufficiently large to secure a good quality at a price yielding a profit sufficient to pay for handling. But such goods should be regarded as more of an advertising medium than a profit-bearing investment.

#### SELLING SUGGESTIONS.

Get the schoolchildren to thinking that you give them better value than the other fellow, and you are placing stepping-stones for future customers. The "kid" of to-day will be the man of to-morrow.

We usually figure a profit of from 60 to 100 per cent on stationery, depending largely upon the general appearance of the article in comparison with its cost.

I have used all kinds of methods for advertising, and have found that newspapers and window displays, with price cards, are the most effective.

#### A "CLEAN-UP" SALE.

We occasionally make a "clean-up" sale, mark the goods at a very low price, get rid of the "stickers," and thus keep the line up to date. Fancy boxes are all right during holiday times, but ordinarily a neat box filled with good paper will sell much more easily.

In this line, as in many others, a pleased customer is the best advertisement.

We use continually a neatly printed blotter which we place in each package of stationery sold. This we believe to be a good idea. We use show cards also to call attention to all new goods received.

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**WM. O. FRAILEY, PH.G.,**  
Lancaster, Pa.

As to the question of stationery, I sell it and have a fair trade in tablets, envelopes, and papeteries.

I never made any extraordinary effort to advertise stationery in the newspapers or by circulars. My methods have been confined exclusively to displays in the windows and show-cases. I keep one eight-foot show-case filled with displays of stationery, and think I sell my share considering the fact that the book stores, department stores, and many of the grocers keep a line of tablets and envelopes.

I invariably mark the selling price on everything I display in the windows and show-case. I sell pens, ink, erasers, composition books, drawing books, and crayons.

I aim to handle a fairly large variety and seldom miss a sale. I believe I could do more business in the line if I devoted more attention to it, but I would then miss the results of some of the effort which I put into my own make of preparations with better profit. In fact, I cannot spare any more hus-

tle for side-lines for that reason. I enjoy a fine trade on my own preparations, and it has been built up by careful attention to details in preparing and advertising the goods.

Retail druggists who do not make their own



W. O. FRAILEY.

preparations, and who want to increase their general business, can easily build up a good trade in stationery, as it appeals to nearly every one who lays eyes on a good display of it.

**OWEN RAYMO,**  
Wayne, Michigan.

"How to develop the stationery trade in a drug store" is the question before the house. I can speak only from the view-point of a country druggist. I remember that the first box paper I purchased in any considerable quantity was made by the Cranes. It made an excellent seller at 25 cents a box. I carried this brand for several years without buying anything more expensive.

#### HOW TO DEVELOP THE TRADE.

I have always used my windows to help sales in any line, and as I displayed the paper and advertised it in the newspaper, I gradually found out that I might just as well be selling better and more profitable goods. Accordingly I bought the finer grades of Crane and Whiting papers, selling them at 30, 40, and 50 cents a box, and sometimes 60

and 75 cents. From a few boxes of cheap papers, my trade gradually developed until I procured a six-foot show-case for this stock. I have kept it filled for several years with the finer grades, placing the cheaper goods on the shelf or under the counter. I always try to sell the customer the best paper in stock if possible. Where I can't sell the best, I offer cheaper goods, but try to sell the highest priced box the customer will buy. Educating people to buy high-grade goods is like any kind of instruction; it takes time, patience, and persistence to accomplish anything worth while.

#### ADVERTISING METHODS.

In newspaper advertising I have used electros furnished by the manufacturers. I also buy quantities of cardboard cut about post-card size, and print the electro ads. on them to be distributed with packages or to be sent by mail to my "prospects." I keep at it, month after month, and year after year, giving my customers the finest papers I can sell at a fair price.

The sale of paper in tablets has developed in the same way. I buy the best grade of 10-, 15-, and 25-cent tablets that can be had. My customers *know* that when they buy paper here, they will get the worth of their money. It pays to treat your customer as a friend in whom you have confidence, and you will get what you give.

But to sum up: Use the windows frequently to show fine papers. Employ newspaper space regularly to tell about them, and, what I consider of greater importance, give special and personal attention to showing and selling the best goods, just as if there were no cheap grades.

#### SELL ADVERTISED LINES.

In the small towns the druggist should and can sell all the stationery used, especially by the ladies, and they are the chief buyers of box papers. But to get the trade and then hold it, the druggist must adopt a fair system and "keep at it." I will say, too, that I consider it an advantage to sell advertised goods. I believe the best known are the Eaton-Hurlbut and the Autocrat lines. The manufacturers of these furnish electros and window displays, and they help in various ways to sell the goods. My advice is to use their help to the utmost. They are glad to assist the man who means business.

E. W. MORRIS,  
Emporia, Kansas.

As our town supports some very good exclusive stationery stores we have not attempted much in this line. Our sole aim is to carry only the most staple sellers, such as box papers, tablets and envelopes, pencils and inks. As we do not cut prices on patent medicines, we use our line of stationery as a drawing card, offering special sales of box papers.

#### SPECIAL SALES.

We buy 100 boxes of one kind of paper and run a special sale for two or three days. We find that three days is about the proper limit. This is re-




E. W. MORRIS,

peated two or three times a year. We use our space in the daily paper as illustrated in the accompanying ads. At the same time we arrange a window display of this particular kind of paper, and generally dispose of about fifty boxes during the sale.

During our last sale we sold as many as six boxes to one person and had quite a few telephone orders for it. The boxes we sold contained 48 sheets of paper and 48 envelopes, and retail ordinarily at 35 cents each. But during these special sales we made a price of 25 cents a box, which still allowed us a profit of 6 cents.

After the sale we always put away what is left, and then bring it out for the next sale. Thereby we lessen the chance of receiving demands for the goods at the sale price and make it a special object for customers to buy during the sale.



Another Lot of  
**Ripple Linen Stationery**

---

**25 Cents**  
a Box

---

Thursday, Friday and  
Saturday

---

Double size boxes, regular 40c value

*D.W. Morris & Son*  
Druggists

"Where Quality Counts"



We have secured another 200 boxes of the high grade  
**Ripple Linen Stationery**  
and have placed it on sale at

**25c**

a box, for this week only.  
Double size boxes (48 sheets and 48 envelopes) of high grade stationery, regular 40c value.

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*D.W. Morris & Son*  
Druggists

Where Quality Counts

Two of Mr. Morris's newspaper ads. on stationery.

Our last sale occurred about two months ago, and only recently we had a customer ask for a box of our special price stationery. We cannot help but think, therefore, that these sales do impress the people and cause them to keep us in mind. And, after all, this is what we advertise for!

**SATURDAY SALE OF FINE STATIONERY**

On Saturday we shall place on sale one hundred large size boxes (forty-eight sheets and forty-eight envelopes) of fine linen paper and envelopes at

**24c a Box**

Regular value from 40c to 50c a box. The best bargain in stationery ever offered in Emporia.

**Saturday Only**

Remember, only one hundred boxes will be sold, so come early if you want one.

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*D.W. Morris & Son*  
Druggists

Another one of Mr. Morris's newspaper ads.



## A TRIP TO BOSTON.

Many Scenes of Deep Historic Interest—The Leading Drug Stores—The Men Prominent in Association Work—The Drug Journals—Price Conditions and Pharmaceutical Affairs Generally.

By HARRY B. MASON.

A trip to Boston is a real treat to the American interested in the history of his own country. If he "puts up" at the Touraine, one of the most comfortable and luxurious hotels in the country, he looks out of the windows at the famous Boston Common—originally a cattle-grazing field belonging to the community at large, now a park in the very heart and center of the city, and in times past the theatre of many a dramatic and interesting event. The Common was the training field for the Colonial troops and the chief mustering place in war times from Provincial to Revolutionary days. Seized by the British in 1775 and used as a British camp, it was here that the force for Bunker Hill was arrayed before crossing the river for Charlestown. It is interesting to recall, too, that the Touraine, from the windows of which we are surveying Boston Common, occupies the very site of the mansion where John Quincy Adams lived the greater part of his life.

### A LITTLE BOSTON HISTORY.

Leaving the Touraine and walking down Tremont Street you skirt the Common all the way, and



The State House.

one of the first things to catch your eye, across the park and up on Beacon Hill, is the gilded dome of the "New" State House, shining and glistening in the sun. Beacon Street flanks the Common in front of the State House, and

either on Beacon or the streets running up from it are the homes of such men as Hancock the Patriot, Copley the Painter, Prescott the Historian, and Oliver Wendell Holmes the Gentle Autocrat.

But you are still strolling north on Tremont Street, headed in the direction of the crowded

down-town center. In a few minutes you reach the north end of the Common, pass by the old Park Street church on the corner, and then find Tremont Street built up on both sides with modern business structures. But presently you see the Old Granary Burying Ground across the street on the upper side, and your eye is held with singular interest by this legend on a rough stone boulder:

Here lies buried

SAMUEL ADAMS

Signer of the Declaration of Independence

Governor of this Commonwealth

A leader of men and an ardent patriot

Born 1722

Died 1803

You are spellbound, too, as you find here the monuments of John Hancock, James Otis, the parents of Benjamin Franklin, and many others whose names are written large in the pages of American history.

Still a block farther down Tremont Street, and on the opposite or lower side, you see King's Chapel—originally built in 1688 as the first church in Boston and rebuilt in its present form in 1710—a Roman-like structure of singular dignity and historic interest. Around the back of the Chapel is the old burying ground where many of the men prominent in earlier Colonial life were laid before the Granary Burying Ground was established.



King's Chapel.

### THE BOSTON TEA PARTY.

Leaving Tremont now, and turning down School Street to Washington, you are pleased to find at



The grave of Samuel Adams.

the juncture of School and Washington Streets the "Old Corner Book Store"—for generations a frequenting place for the intellectual lights of Boston and at present occupied by the United Cigar Stores Company. You are now on Washington Street, which runs parallel with Tremont, and which is the great retail and theatrical thoroughfare of Boston. Before you know it you observe the Old South Church on the lower side of Washington, right in the midst of modern business structures, and immediately you leave the present and live in the past as you recall that here the Boston Tea Party was organized. You can almost see that body of high-spirited patriots as they set out for the Harbor, determined to show their contempt for the grasping and autocratic policy of the mother country and resolved to tolerate it no longer.

But my pen is running away from me. I started out to give a rapid sketch of a few things of pharmaceutical interest in Boston, and the brief introduction of historical material which I expected to confine to a paragraph or two has already run into several. I should like to speak of Faneuil Hall, the "Cradle of Liberty" of the Revolutionary period; the home of Paul Revere; the Old State House; I should like to say a few words about the magnificent and modern Public Library, with its mural frescoes by Sargent, Abbey, and de Chavannes; and Trinity Church, the finest specimen of modern Gothic architecture in America; but I must pass by these and other interesting things before my readers are wearied.

#### SALES OF A MILLION AND A HALF.

The largest single factor in the retail drug trade of Boston is represented in the five big stores of the Riker-Jaynes people. The business was built up on original lines by C. P. Jaynes, one of the most aggressive, resourceful, eccentric, creative men in the drug trade of the country, but a man who has studiously kept his own personality out of the limelight. Advancing in years, and weighed down with growing responsibilities, Mr. Jaynes welcomed a handsome chance to sell his properties last year to the Wm. B. Riker & Son Co., owners of a chain of nine or ten stores in New York and Brooklyn. The Riker-Jaynes pharmacies did a business in 1907 of a million and a half dollars, and nearly \$500,000 of this was piled up alone in the headquarters store at 50 Washington Street. This par-



Headquarters store of the Riker-Jaynes group at 50 Washington Street. The entire building is used.

ticular store is pretty well down-town in the market district, and Faneuil Hall, which on the main floor is and always has been a unique collection of meat markets, is only a square away. There is a Riker-Jaynes store farther up Washington in the heart of the shopping district, another still farther up, and two on Summer Street in strategic positions near the South Station, where the commuters flock by daily in great droves. John S. Alley is the Boston manager for the Riker people, and he was also the manager of the business under Mr. Jaynes. Alfred H. Cosden is the general manager of the entire Riker properties.

#### SOME OF THE BOSTON STORES.

Next to Riker-Jaynes in point of size is probably Lewis & Co. Mr. Lewis is a graduate of the Jaynes school, and the outside of his main store on Adams Square, not far from the headquarters pharmacy of the Riker-Jaynes group, very much resembles the latter in appearance. A handsome business is done here, and also in a second store at 130 Portland Street. When I visited Boston in January the two Klein pharmacies were apparently very prosperous, but just as I am penning this article I learn that Mr. Klein has made an assignment. The Woodward Drug Co., with J. F. Finneran as the leading spirit, have a nice business in the Paddock Building on Tremont, right across from the Granary Burying Ground, and they also have a second store in another location. The W. B. Hunt Co. have three stores—one in the shopping district at 707 Washington, and one each in Cambridge and

Malden. Hubbell & McGowan have one of the handsomest stores in Boston at the corner of Massachusetts and Huntington, and another pretty well up Washington Street at number 1553. J. G. Godding now has two stores in the fashionable Back Bay district, having recently bought out W. D. Wheeler; the Huggan Drug Co. has a beautiful and prosperous pharmacy at 128 Massachusetts Avenue, not far from the Public Library and the



J. F. Finneran, chief owner of two prosperous stores in Boston, and president of the Boston Druggists' Association.

Art Museum; and I might go on indefinitely pointing out one store after another deserving of special mention.

#### TWO HISTORIC PHARMACIES.

Boston has two pharmacies, however, which I have reserved for a separate paragraph—Metcalf's and Melvin & Badger's. Metcalf's is at 39 Tremont Street right across the street from King's Chapel, to which reference has already been made. Melvin & Badger are on Temple Place half a block or so from the Common and just off Tremont Street—perhaps two or three squares from Metcalf's. Both stores have good locations and both have been distinguished throughout their long and almost historic careers for their prescription operations. Both number the "best people" in Boston among their customers. During the last year the Metcalf pharmacy has experienced a change in management and the store is now undergoing a



Dispensing counter at Melvin & Badger's, with five or six prescriptionists at work. Melvin & Badger have one of the finest prescription businesses in the country. The present owners of the store are Edwin P. Burleigh and Arthur H. Chase. Mr. Chase stands in the foreground of the picture.

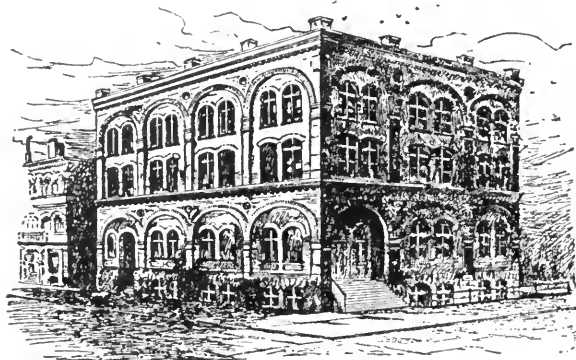
process of "modernization." Melvin & Badger are still hewing close to the professional line, however, and the store probably has the best prescription business in the city.

Perhaps I ought to say a word or two about the drug business done in the department store of the Houghton & Dutton Co., situated on Tremont Street two or three doors from Boston Common. As I write I have before me a quarter-page newspaper ad. in which the Houghton & Dutton people claim that they do "the largest retail drug business transacted in any one store in America." I very much doubt the accuracy of this statement even if it were confined to Boston. The drug department is up on the second floor and I interested myself



Interior of the Metcalf pharmacy at 39 Tremont Street and the home of "Metcalf's Sachet Powder."

by walking through it on two or three occasions while I was in the city. Patent medicines and toilet articles comprise the stock for the most part, although I saw two prescriptionists at work behind a rather old-fashioned prescription desk at one side.



Massachusetts College of Pharmacy.

I may have visited the department at the wrong hours of the day, but I did not see as much business transacted as I witnessed in the headquarters store of the Riker-Jaynes group or in one or two other Boston pharmacies that I might mention.

#### PRICE CONDITIONS IN BOSTON.

This reference to the Houghton & Dutton Co. suggests the rather interesting and significant statement that the price situation in Boston seems on the whole to be very satisfactory. A fierce outbreak of cutting developed three or four years ago, but, singularly enough, things have been relatively quiet since the Indianapolis decree. There is now and then a little sporadic cutting, but it is neither serious, systematic, nor continuous. At one time during the past year, indeed, the Houghton & Dutton Co. sold Cuticura Soap at 3 cents (I wonder if I caught this price correctly—it *does* seem almost incredible!). Others among the large downtown dealers followed suit, but very soon all of them decided that they represented several varieties of the genus fool, and the consequence was they got together and agreed on a schedule for many things which had previously lent themselves to cutting. This was naturally a source of considerable pleasure to the rank and file of druggists throughout the city, and no one seems now to be very much in fear of further outbreaks. The Riker-Jaynes people believe in getting good prices, and they are not feared as a disturbing factor.

#### A MEETING AT THE COLLEGE.

Much to my pleasure, the annual meeting of the Boston Association of Retail Druggists was held while I was in the city—at the Massachusetts College of Pharmacy. Mr. Ernst, whom I had seen a few evenings before in Mr. Finneran's private office in the Paddock Building on Tremont Street, when the Auditing Committee of the B. A. R. D. was holding a session, suggested that I attend the meeting, and I was very glad to do so. When I reached the College on this particular Wednesday afternoon, the first man whom I saw as I entered the building was J. G. Godding, an A. Ph. A. acquaintance of several years standing. Mr. Godding was kind enough to show me through the College and to point out collections and books of particular interest. Among other things, he called my attention to a brass plate which, occupying a prominent position in the main hallway, recorded the handsome fund bequeathed to the College by Mrs. Warren B. Potter, wife of the man who made a fortune in the manufacture of the Cuticura remedies—a fund amounting to nearly \$200,000! As soon as



E. H. La Pierre, Cambridge druggist, Professor of Pharmacy in the Massachusetts College, and president of the B. A. R. D.

proper arrangements can be made with a good artist, this plate will give way to a modeled bust, containing an inscription suitable to the occasion. Mr. Godding, as the treasurer of the College, has charge of the Potter fund, and the money has been

properly invested so that it will yield the institution a handsome income.

The annual meeting of the B. A. R. D. was held in the large lecture room on the first floor of the College, and here I was glad to see and to meet some of the prominent Boston pharmacists whose acquaintance I had not previously made at conventions of the N. A. R. D. and the A. Ph. A. Prof. E. H. La Pierre was of course chairman of the meeting in his capacity as president of the association, and Mr. Davis was the secretary. Later in the meeting, when officers were chosen for the ensuing year, Messrs. La Pierre and Davis were re-elected. Mr. Godding, who had for two or three years been treasurer of the B. A. R. D. in addition to his duties of many years standing as treasurer of the College, refused a reelection, and Lyman W. Griffin was chosen unanimously in his place. Among those who took the floor during the meeting were F. F. Ernst, J. F. Finneran, W. F. Sawyer, I. P. Gammon, and W. D. Wheeler. As chairman, Professor La Pierre makes a rather unique impression of a man who is very quiet, low-voiced, patient, and yet who, without seeming at all to do so, keeps a close watch of every development on the floor and puts his hand skilfully to the wheel when it is necessary to do so.

#### THE SHEPPARD PHARMACY.

Reference to my visit to the Massachusetts College of Pharmacy inevitably recalls the personality of S. A. D. Sheppard—a man who has done much for the College, for Boston pharmacy in general,

and for American pharmacy at large. It was Mr. Sheppard, indeed, who induced Mr. and Mrs. Potter to bequeath the handsome fund to the Massachusetts College to which reference has already been made. The Sheppard store is situated at the



Henry Thornton, Boston manager of Parke, Davis & Co.

corner of Washington and Dover Streets, where it was established by Mr. Sheppard forty years ago this very month. For upwards of a decade, however, Mr. Sheppard has left the active management of the business to his partner, Mr. Henry Thacher, and his winters are now spent at Pinchurst in North Carolina. He was of course not in Boston during my stay, but I visited the pharmacy and had a very pleasant chat with Mr. Thacher. An interior view of the Sheppard pharmacy is shown in one of our reproductions.

#### THE BOSTON DRUG JOURNALS.

Nor could I, as a pharmaceutical journalist, visit Boston without calling at the editorial offices of our two contemporaries in that city—*The Apothecary* and *The Spatula*. *The Apothecary* is located down on High Street. I found Mr. Hagar very composedly reading proofs amid the awful din and the frequent shouting which are so characteristic of a printing-room, but he took me up to his editorial office on the floor above, and there we had a very pleasant conference over things journalistic and pharmaceutical. Mr. Fox, the publisher and editor



The Sheppard pharmacy at the corner of Washington and Dover Streets.

of *The Spatula*, has his office and printing-room in the Sudbury Building on Sudbury Street, and among other things I was pleased to see an edition of the bright little *Spatula* running through the press. Mr. Fox is a rather versatile man, and thus it happens that he publishes a religious paper and a trade journal in addition to a pharmaceutical magazine.

Many other men and many other places of pharmaceutical interest I was able to visit while in Boston. Mr. Henry Thornton, manager of the Boston

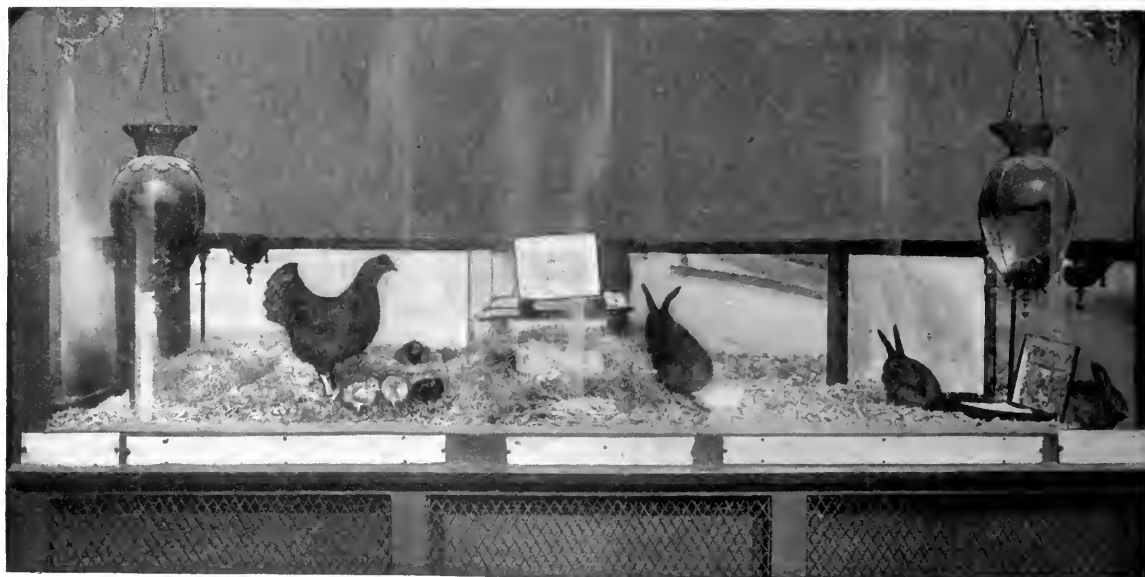
branch of Parke, Davis & Co., I found entrenched at 46 Cornhill Place. His shadow had not grown thinner, nor had his capacity to make friends and sell large orders suffered any diminution. Mr. E. L. Patch, an old A. Ph. A. acquaintance, I visited at the headquarters of the E. L. Patch Co. on Broad Street—and I should like to go on and speak of much else that interested me during my week or ten days in Boston. But I must stop somewhere, and I suppose the only way to stop is to do it.

## AN ATTRACTIVE EASTER DISPLAY.

The display shown in the accompanying engraving was gotten up last year by J. D. Hogg, the druggist in Detroit whose store is at 1381 Jefferson Avenue. Mr. Hogg is located not far from the entrance to Belle Isle, Detroit's leading park, and hundreds of people pass his windows daily. This

interest. The contented hen clucked all day long; the chicks ran about hither and yon; and the rabbits glided about and curiously poked their noses in the straw in a characteristic manner.

The only article advertised in the window was Fleck's Egg Dyes. An assortment of the dyes was



Easter exhibition proved a very attractive one. Crowds gathered about it.

As will be seen more or less clearly from the engraving, the window comprised a hen with a brood of chicks on the one hand, and a number of live rabbits on the other. It was a happy family that could scarcely fail to attract and chain the

shown on a wooden box in the rear center of the window, while more of them were exhibited in the lower right-hand corner. A couple of small mortars were used for the rabbits to eat out of, while the chickens were provided with suitable pabulum in a tin dish on the other side. The window floor was covered with straw and coarse sawdust.





Members of the Middle Branch of the New York State Board of Pharmacy.

## THE WISE DRUGGIST WHO LIVED HIGH.

**That is, He Did for a While—He Spent Money Like Water—He had a Glorious Time—But the Awakening Came and it was a Severe One—All of which is Merely a Drug-store Fable Ingeniously Told.***

There was once a Wise Druggist who thought Modern Methods for Keeping Tab on your business were all Tommyrot. They involved a waste of time which a Busy and Successful druggist couldn't afford to lose. If he made money, why, then, he made it, didn't he? And if he made it he had it, and if he had it he could spend it, and if he spent it he was Getting Something out of Life. If he didn't make it he didn't have it—that's all!

This certainly sounded like Flawless Logic. It ought to have made the druggist Professor of Philosophy in one of John Rockefeller's half dozen or so universities.

Well, he had a chance to buy a well-stocked store, and one of his Wife's Relatives put up the Stuff for it. It was on a street where the Nobs lived and the expenses were a little stiff. But the trade was good and the Wise and Sapient Druggist started in to Make Money. Of course he was going to spend it, too, for he was tired of wearing patched trousers and sitting in Nigger Heaven every time he took his family to the show.

The money came in and the money went out. Trade was brisk, and at last he was Striking his Gait. The Moon hung high in the Heavens above, and the Sun was Bright all the time.

Mrs. Druggist began to Put on Airs. There were no more \$2.98 last-year marked-down hats for hers. She got a little Ahead instead of Behind the style and she paid \$18 per. When she wanted anything she walked into the store and Tapped the Cash Drawer.

The Kids had outfits equal to the others in the neighborhood. Why not? If you made money why couldn't you spend it? "Don't be a Tight Wad" was one of this druggist's wise principles. For the first time in his experience he was going to Loosen up and be Somebody.

The druggist kept no account of the money he withdrew from the business, and Sarah left no slip in the drawer when she walked off with a Few

Bills. The Lucre was there to spend, wasn't it? And if you were going to spend it what's the use of bothering to Keep a record of it?

The druggist didn't know what his expenses were, nor what his profits actually amounted to. He had no figures to show whether he was really making or losing money, but what's the use of bothersome figures when you have the Cold Cash? Isn't that proof enough?

More Flawless Logic!

Well, this Hot Pace was Kept up for a happy year or two. No inventory was taken—it would have been a waste of time, and the time couldn't be spared. The druggist was too busy Enjoying Himself.

But things began to Look Different. Purchases of stock grew heavier for some strange reason and they drained the cash drawer to the Limit. Soon there wasn't enough to pay off the boys every Saturday night. Sarah and the Kids had to put off buying some New Duds from week to week, and finally the grocer had to be Argued off the Premises.

What the Dickens was the Matter?

Trade was still good, and Why on Earth didn't the cash drawer yield its accustomed surplus?

The druggist was mystified, but not for long. The Rich Relative died who had furnished the capital, and the Trust Company, in settling up her affairs, asked Mr. Druggist why he didn't continue his payments of interest. Trust companies are Heartless Corporations anyway, and finally this one insisted on Looking into Things with uncomfortable thoroughness.

A man was sent to examine the books and to have an inventory taken. He found from the inventory that the stock had decreased from about \$8000 to less than \$4000. The mystery was solved. This wise druggist had been Gnawing Away at his Capital without knowing it. He had been selling goods and spending the money on his family instead of replacing the stock.

*From *Modern Pharmacy*.

A few simple business records would have shown him that he was really making very little money, and they would have Put him Wise so that he could have Gotten Busy and improved things all along the line. An inventory would have told him why he had so much Ready Cash on hand during the first year.

Did he profit from the lesson? Alas, the world will never know. The Soulless Trust Company fired him out and he took to the Long Grass. At last accounts he was clerking at \$11 per, and Sarah and the girls were making their own clothes and washing their own dishes.

Moral: It's easier to go down hill than up.

## SOME BOARD QUESTIONS ANSWERED.

An Examination Paper Recently Used by the Ohio Board of Pharmacy is Selected, and Replies are Prepared for the Benefit of Clerks and Others Who May Find the Information Helpful.

Compiled by JOHN HELFMAN.

(Continued from page 64 of the February BULLETIN.)

### PHARMACY.

1. When iodides assume a dark color, what is indicated? Should they be dispensed? Give reason for your answer.

The liberation of free iodine is indicated. They should not be dispensed. Free iodine is poisonous.

2. How would you recognize a good specimen of ammonium carbonate?

I should recognize a good specimen of ammonium carbonate by the white, hard lumps and the odor of ammonia.

3. Name a tincture that gelatinizes by age, and state how this can be partly overcome.

Tincture of kino gelatinizes with age. This can be overcome by making the tincture with heat as indicated in the Pharmacopœia.

4. How is official soap liniment prepared and what form of soap is used?

Soap liniment is prepared from soap, dried and granulated, camphor, oil of rosemary, alcohol, and water. The soap is added to two hundred cubic centimeters of boiling water, and the mixture is heated on a water-bath until a clear, gelatinous mass results. This is mixed while yet warm with most of the alcohol, and stirred until solution is effected. The camphor and oil of rosemary are dissolved in the rest of the alcohol by agitation in a bottle; this solution is added to the warm soap mixture; the whole is mixed thoroughly, and, if necessary, enough water is added to make the product measure 1000 Cc. The liniment is then set aside in a cool place for twenty-four hours, and finally filtered.

5. State the percentage of iodine in liquor iodi

compositus. What salt is used in the solution, and why?

There is 5 per cent of iodine in liquor iodi compositus. The potassium iodide makes possible the solution of the iodine.

6. How would you clean a mortar soiled by (a) resin, (b) balsam fir, (c) oil of tar, and (d) iodoform?

To clean a mortar remove mechanically as much of the adhering substance as possible. Then for a resin use alcohol; for balsam fir, apply heat to soften the substance and remove it with alcohol; for oil of tar use alcohol; for iodoform proceed as follows: Rub out the container with sawdust. Then wash it with hot water and soap. Lastly rub the utensil with flaxseed meal. Wash off the meal with water. On drying there will be no odor of iodoform.

7. What is spirit of mindererus? Into what official preparation does it enter?

Spirit of mindererus is the U. S. P. solution of ammonium acetate. It enters into the official solution of iron and ammonium acetate.

8. Give the composition of the following: (a) Citrine ointment; (b) hive syrup.

Citrine ointment is made from the following ingredients: mercury, nitric acid, and lard, free from water.

Hive syrup is compound syrup of squill composed of the fluidextracts of squill and senega, antimony and potassium tartrate, sugar, and water. Purified talc is used as a filtering agent.

9. Name a pill excipient for oxidizable, inert, and liquid substances, and tell how pills are made of uniform size.

An excipient for an oxidizable substance would be equal parts of tragacanth and althæa. Glycyrrhiza and acacia are also used for this purpose. If necessary, add water to form a mass. The pills are made of uniform size by rolling the mass into a cylinder and then dividing it into equal parts according to the rule on the tile.

10. You receive a prescription containing calomel 4 grains, antipyrin 20 grains. Mix, divide into four powders. For headache. Would you dispense the above? Give reason for your answer.

I would not dispense a prescription of calomel and antipyrin for headache. In the presence of moisture they react, forming injurious compounds.

11. Translate the following terms: (a) Dieb. alt., (b) haust, (c) aq. ferv., (d) bis die.

Dieb. alt., every other day; haust, a draught; aqua fervens, hot water; bis die, twice a day.

12. What is the percentage of morphine in Tully's powder, and of opium in Dover's powder?

The percentage of morphine sulphate in Tully's powder is  $1\frac{1}{2}$  per cent, and of opium in Dover's powder 10 per cent.

13. Describe a retort still and condenser, either by words or diagram.

A retort still consists essentially of a bulb and a beak or tubulature, which serves as a condenser.

14. What is the general formula for tinctures of fresh herbs?

Tinctures of fresh herbs, when not otherwise directed, are prepared according to the following formula:

The fresh herb, cut, bruised, or	
crushed .....	500 Gm.
Alcohol .....	1000 Cc.

Macerate the herb with the alcohol in a closed vessel in a moderately warm place during fourteen days, with occasional stirring; then express the liquid thoroughly and filter it through paper.

15. How is syrup of hydriodic acid prepared, and how should it be kept?

Syrup of hydriodic acid is prepared by mixing 100 grammes of diluted hydriodic acid with 300 grammes of water and 600 grammes of syrup. It should be kept away from the light.

16. How is solution of ferric chloride prepared, and in what official preparation does it enter?

Solution of ferric chloride is made as follows: Introduce the iron wire into a large flask, pour upon it the hydrochloric acid and water, heat the mixture

on the water-bath for over an hour until effervescence ceases; then boil the liquid, filter it, and having rinsed all the residue with hot distilled water pass the washings through the filter. Add the remaining hydrochloric acid and pour the mixture slowly into the weighed quantity of nitric acid in a large porcelain vessel, and warm gently. Drive off the excess of nitric acid by heating on a sand-bath, stirring occasionally. If the solution has acquired a black color, continue the addition of nitric acid, drop by drop, until red fumes are no longer evolved and the solution assumes a clear, reddish-brown color. Finally add the rest of the hydrochloric acid and water.

Solution of ferric chloride enters into the preparation of tincture of ferric chloride.

17. How many grains does one liter of sulphuric acid, U. S. P., weigh?

One liter of sulphuric acid, U. S. P. (sp. gr. 1.826), weighs  $1.826 \times 1000 \times 15.4 = 28,120$  grains.

18. Give the natural source of benzoic acid, and state how it is obtained from this source.

Benzoic acid is obtained from benzoin by sublimation.

19. State how liquor chlori compositus is prepared. What amount of active constituent does it contain?

Chlorine water contains 0.4 per cent of chlorine. To make it, add the hydrochloric acid and water to potassium chlorate contained in a flask. Insert in the flask a stopper perforated to admit a funnel of the capacity of about 100 Cc. containing about 10 grammes of purified cotton well wetted with cold water; place the flask on a water-bath containing boiling water, for two or three minutes; when the flask is completely filled with a greenish-yellow gas remove it from the bath and add cold distilled water through the cotton in the funnel in two separate portions. After the addition of each portion stop the flask securely, invert, and thoroughly agitate the contents. The solution should be freshly made when wanted.

20. Name three official ointments in which benzoated lard is used as a base, and state why it is used.

Benzoated lard enters into the preparation of sulphur ointment, zinc oxide ointment, and mercurial ointment. It is used because it is readily absorbed by the skin and makes a smooth ointment which does not turn rancid.

(To be continued.)

## AN ARTISTIC EASTER WINDOW.

A single glance at the accompanying window display will convey to the observer a most acceptable Easter greeting. The floral effect is one of simple beauty quite characteristic of the season.

This display comes from H. M. Curry, of Ellsworth, Kansas. The background consists of a

strip of white crêpe paper held in place with muckle and gold passe-partout braid. The cross seen in the center of the display is of gilded cardboard.

The shelves on either side of the window are covered with lavender tissue. Over the long shelf in the center is spread white crêpe tissue decorated



wooden frame covered with wall-paper at the top and hung with pleated white cheese-cloth below. The "Easter Greeting" design is a scroll cut out of white cardboard and mounted on a sheet of purple crêpe tissue. The lettering is done in purple and gold. Around the edge of the purple tissue is a

with violets. Across the top of the window runs a string of green moss grass. Artificial lilies are used to heighten the effect.

Perfumes in purple and gold packages are featured. The floor of the window is white. There are two placards advertising a popular perfume.

## THE TONICS USED IN SPRING.

By HARMON D. WILSON.

[From "Troubles of a Worried Man."]

In the spring the druggist's fancy  
Lightly turns to thoughts of dope  
That will make the blood-corpuscles  
Hustle forward on the lope;  
And he fills his big show windows  
With a lot of sassafras,  
And a pile of other plunder  
Of rejuvenating class.  
Then in big wood-letter posters  
He begins to advertise;  
Starts the pump on hot-air stories;  
Tells the people if they're wise

They will hasten to his drug shop,  
Trade their money for his dope,  
And by using it find pleasure,  
Health and happiness and hope.  
And the people they believe him—  
They believe his drug-store signs;  
And they fly to him with dollars,  
And they rush to him with dimes.  
And a-counting up his profits  
You can hear the drug man sing:  
"There is nothing brings the lucre  
Like the tonics used in spring."

## DOLLAR IDEAS.

### A NEW CARBOY SIPHON.

*Chas. H. Yexter, Perkasié, Pa.:* I herewith submit a photograph of an apparatus for the emptying of large carboys of ammonia or the strong acids. The idea may not be a new one to some readers, although it is to me. The principle involved is the well known law of hydrostatics.

The total cost of the apparatus, which any druggist can make for himself, does not exceed 50 cents, and consists of a bicycle pump, a one-piece, rapid-



flow syringe tubing, a large rubber stopper perforated with two holes, a piece of glass tubing, two short pieces of rubber tubing, and a valve from a discarded atomizer bulb.

Construct the apparatus as shown in the photograph. To use it, place the rubber stopper firmly in the neck of the carboy to prevent the escape of air, allowing one end of the rapid-flow tubing to extend through one opening of the stopper to the bottom of the carboy while the other end protrudes into the receptacle for the liquid.

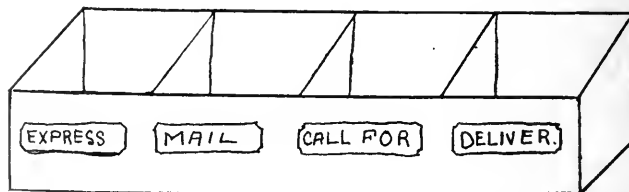
Start the flow by attaching the pump, by means of the two short pieces with the valve between them, to the glass tube which is inserted  $\frac{1}{2}$  inch through the other opening in the stopper. Then start the pump going. The valve will prevent the return of the air from the carboy, thus forcing the liquid through the only available opening into the receiver.

The pump may then be removed, allowing the long tube to act merely as a siphon, or may be left in place and the liquid run out under pressure. To stop the flow, remove the pump, thereby releasing the pressure, and raise the outer end of the long tube to run the liquid in it back into the carboy, or if several small bottles are to be filled, check the flow by means of a pinch-cock temporarily. When the work is finished, remove the apparatus from the carboy, as rubber is affected by long contact with the strong acids or ammonia. The time required to start the flow in a carboy, nearly empty, does not exceed thirty seconds.

The writer once lost a leg (of the trousers only) by mishandling a large carboy of sulphuric acid. This contrivance may assist others in avoiding a similar calamity. The apparatus which I suggest costs less than a rocker frame. It is more compact and involves less labor.

### PREPARING PACKAGES FOR DELIVERY.

*J. F. Shores, Talladega, Alabama:* Anything that will bring order out of confusion merits our special attention. A druggist has so many details to look after that any plan which makes for system in the store appeals to him at once. Here is an idea which I have found very serviceable in preparing packages for delivery. It is simply a box



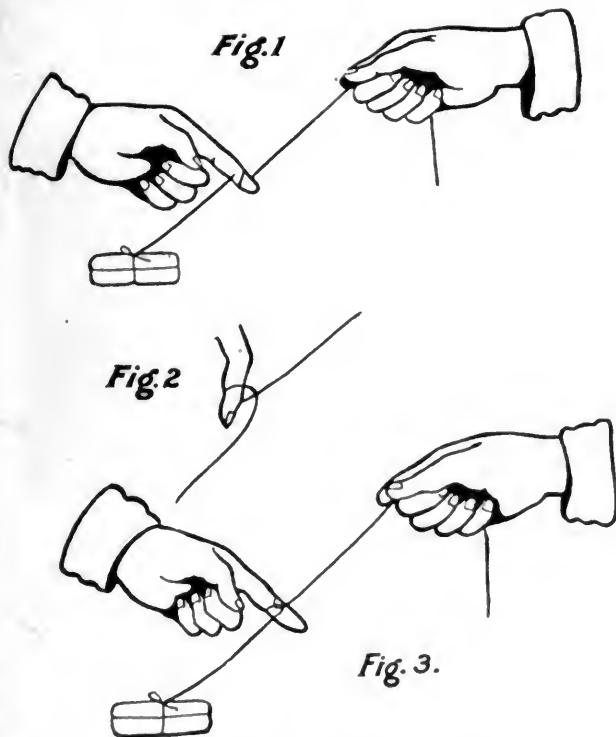
containing four compartments. Obviously the front board should be lower than the back one. As fast as the packages are wrapped, deposit them in the proper places. The sections are labeled respectively "express," "mail," "call for," and "deliver." Such a receptacle prevents packages from lying strewn about a store, where they cannot be found



when wanted. It enables you to locate goods promptly, the moment the customer calls, or when the messenger is ready to go out.

#### BREAKING STRING WITH THE FINGERS.

*E. L. Cheeseman, Ithaca, N. Y.:* After tying a package, to break the string quickly and neatly is an art. I have used the following simple method for several years: Let the package lie on the counter; take the string in your right hand, and wind the free segments around the forefinger of



the left hand as shown in Fig. 1. With a slight turn of the finger, as in Fig. 2, form a loop like Fig. 3, close the thumb tightly on the loop and give a quick jerk with the right hand. The string will break at the loop. After a little practice one can sever the strongest cord with ease. The loop, acting like a knife, fairly cuts the string.

#### PREVENTING THE FAUCET WATER FROM SPLASHING.

*C. R. Middleton, New Hope, Pa.:* The device consists of a piece of sheet iron 12 by 10 inches nailed to a block of wood 3 by 4 by 6 inches. Both parts are painted with roofing paint to prevent the iron from rusting and to make the wood impervious. Place this device in the sink 8 or 10 inches from the

spot where the water from the faucet strikes the bottom of the sink and it will prevent the water from splashing on the clothing. This is desirable because the wet surface takes up dust, causing spots on the front of the coat, vest and pants of the druggist. I have used this device for some time with great satisfaction. It may be removed from the sink easily when more room is wanted.

[NOTE BY THE EDITOR.—A piece of rubber tubing extending from the mouth of the faucet to within five inches of the bottom of the sink will also prevent splashing.]

#### USING ACACIA AS AN EMULSIFYING AGENT.

*H. F. Emerson, Cincinnati, Ohio:* Where you wish to incorporate an oil or salt in syrup of acacia, rub them up first with the dry acacia. Then add the syrup. This is much quicker than making a fresh syrup of acacia for the prescription every time.

#### DISPOSING OF CORNS AND OTHER TROUBLES.

*Crawford T. Ruff, Montgomery, Alabama:* The best remedy I have ever found for hard corns, warts, callous spots and the like is a saturated solution of salicylic acid in alcohol. It should be carefully applied with a camel's-hair pencil to the corn or other growth which it is desired to remove.

#### A WALL DEVICE FOR DISPLAYING POST-CARDS.

*C. E. Frost, Wapello, Iowa:* Take eight strips of six-inch wrapping paper five feet long and cut slits in them so they will hold the cards as do the pages of a post-card album. This will show from 90 to 125 cards according to the way they are displayed.

[NOTE BY THE EDITOR.—The foregoing suggestion strikes us as being a good one, although it would seem that some more ornamental background than wrapping paper could be selected for the purpose.]

#### REMOVING METHYLENE BLUE FROM THE HANDS.

*C. A. Sieplein, Cleveland, Ohio:* In working with methylene blue my hands become stained. To remove the dye, I rub some French chalk or talcum powder over them, being careful to cover any area of the skin where the blue color is visible. Then I wash my hands in water and the dye comes off easily. This method is also useful in removing charcoal and many other stains from the skin.

## LETTERS.

### FOUR PRACTICAL SUGGESTIONS.

To the Editor:

I have been reading the department of Dollar Ideas with a good deal of interest, and I desire to offer further suggestions regarding some of the methods and processes which have been touched upon in that department during recent months:

#### HOW TO HANDLE MERCURY.

I consider the pipette the most practical method of handling mercury, not only for the minuteness of the amount that may be delivered but by being able to direct or carry it about at pleasure. The air pressure may be easily controlled with the finger.

#### REMOVING THE ODOR OF IODOFORM.

Iodoform and its odor may be removed from utensils by the use of either sodium or potassium hydroxide, followed with alcohol. For the hands, a tannic acid paste as suggested by Dr. J. J. Stephenson on page 516 of the December issue is very good.

#### PERMANENT SOAP LINIMENT.

Use U. S. P. amounts of soap, camphor, and oil of rosemary. Dissolve the soap as nearly as possible in 225 Cc. of boiled distilled water, and when sufficiently cooled add one-half the alcohol and agitate until the soap is dissolved. Dissolve the camphor and oil of rosemary in the balance of the alcohol and add this to the soap solution; lastly add enough diluted alcohol to make 1000 Cc. This makes a product that keeps admirably.

#### CLEANING A GREASY APPARATUS.

Nothing beats sawdust for the rough cleaning of an apparatus: this may be followed with a weak alkali solution if necessary. If *fresh* sawdust be used each time, no washing is necessary. The sawdust should be burned after using, to avoid any possibility of fire from spontaneous combustion. I have used this method in the laboratory for years, and find nothing better.

OLIVER V. M. SMITH.

(Professor of Pharmacy, Highland Park College of Pharmacy.)

Des Moines, Iowa.

### A DRUG STORE BELOW THE SEA.

To the Editor:

I enclose a post-card showing the interior of a drug store 69 feet below sea level. The store in question is the Imperial Pharmacy, Imperial, California, of which Mr. H. F. Fuller is manager.

The Imperial Valley is located in the extreme southeastern corner of the State, in the new county of Imperial, and has been made famous by reason of the great break made in the Colorado River some two years ago. There was then found in this valley the great Salton Sea, an inland sea about 30 miles wide at its widest and about 65 or 70 miles long. The break was finally stopped by the engineering forces of the Southern Pacific Railway,



but at a cost of several millions of dollars. The water is gradually receding, but it will require several years for this sea to disappear by the rather slow process of evaporation.

There are three other stores in the valley, one being at Calexico, one at El Centro, and the third at Imperial. All these are below the sea level, but the ones at Imperial are the lowest, and I think hold the record, although a new store is to be opened at Brawley in this same valley, which will be several feet lower still.

All this valley, once a desert, is now irrigated by water from the Colorado River, and is to-day one of the most productive sections of California in the line of general farming.

Mr. Fuller is now a subscriber to the BULLETIN, and I send this card and make these few explanatory remarks thinking that the material might prove of interest to BULLETIN readers, and that some time you might wish to utilize it, as drug stores "below the sea" are uncommon in most places and to most persons.

San Bernardino, California. HERBERT A. ADAMS.

## TWO CORRECTIONS.

To the Editor:

I beg to call your attention to two things in the February BULLETIN OF PHARMACY.

## BASHAM'S MIXTURE.

On page 72 William R. Cobb describes a method of preparing Basham's mixture. The *modus operandi* is all right, and it is the custom in many pharmacies to keep Basham's mixture minus the tincture of iron in a stock bottle and then to add the iron when the product is desired. But do not do as Mr. Cobb does and add ten minims of the tincture of iron to one fluidounce of the stock solution: *twenty* minims should instead be added to each ounce. Mr. Cobb is evidently not aware of the fact that the strength of Basham's mixture was doubled in the eighth revision of the Pharmacopœia.

## LIQUOR AMMONII ANISATUS.

On page 88 of the February BULLETIN you give Hager's formula for liquor ammonii anisatus in response to the request of a correspondent. The formula you print, however, is that of the German Pharmacopœia of 1890. The last edition orders:

Anethol .....	1
Alcohol .....	24
Ammonia water .....	5

These quantities being parts by weight.

Anethol is the stearopten of oil anise, and is used because it has a finer and purer aroma. It produces in this instance a colorless product. The alcohol should be 90 per cent by volume, and the ammonia water should contain 10 per cent of ammonia gas. The stronger water of ammonia is no longer directed to be employed.

Brooklyn, N. Y. OTTO RAUBENHEIMER.

[NOTE BY THE EDITOR.—Two or three other correspondents have also been kind enough to call our attention to the fact that the present formula for liquor ammonii anisatus in the German Pharmacopœia is somewhat different from that given in the previous edition and reproduced in Hager. We are indebted to them for their courtesy.]

## A USEFUL PRESCRIPTION FILE.

To the Editor:

From time to time I have noticed in the BULLETIN various methods for filing prescriptions. Here is one which we use in our own store:

We had always been in the habit of filing the refills in the same manner as we did the originals until the past year, when we discontinued the practice. But we found it necessary to resume our

former method to prevent many wearisome hunts through the old files to find some prescription the number of which had been lost by the customer.

We have used the Colby prescription file made in St. Louis for a number of years. It consists of a set of long cloth leaves made with pockets into which the folded prescription can be inserted, leaving about one-third of its length projecting. Each pocket holds 100 prescriptions. After inserting the prescription we write on it the number, the date, the name of the patient and the price. This is done on the original. On a refill we insert a blank with a consecutive number and write "Repeat" with the number of the original. For example: "10629—Repeat No. 8266."

We find that the Colby file does all the work that the various complex systems of keeping prescriptions accomplish, and has the additional convenience that the desired number can be found almost instantly. Furthermore, in refilling a prescription there is no book or wire file of prescriptions to be manipulated. One handles only a single prescription in refilling an order.

I know of only one other druggist in the east who employs this file, but I am sure of its usefulness and convenience. It is certainly superior to the usual system.

E. C. HANFORD.

Stamford, N. Y.

## A ST. PATRICK'S DAY WINDOW.

To the Editor:

Last year our exhibit for St. Patrick's Day was remarkably striking, everything being green. Thirty-six lights were dipped in green solution. Green silk cloth was spread over the floor of the window. We had green boxes, novelties, snakes, post-cards, shamrock, shamrock vines, and small clay pipes; candy boxes covered with green silk; two green flags, 5 by 7, at the back of the window; and fancy green-paper flower baskets suspended in the center combined to make a very attractive effect. The candies were all green, having been made to order by a Boston confectioner. The price tickets and signs were green.

The effect from across the street was particularly striking, as the lights shining in through the green globes caused the plate glass to look as though it, too, were green instead of white. Many people had green parties on March 17; others gave birthday parties on that day. We had a big sale of the articles. A write-up appeared in the papers,

and nearly every one in the vicinity heard of that "Green Window." We have earned a big reputation for original window displays in this section.

Fitchburg, Mass.

D. CHAS. O'CONNOR.

#### A CORRECTION IN THE FORMULA OF DR. STANISLAUS'S NON-GREASY SKIN CREAM.

To the Editor:

I am in receipt of a letter from Mr. George A. Bunting, of Baltimore, Md., in reference to the non-greasy skin cream, the formula of which you reprinted from the *Apothecary* in your February issue. Mr. Bunting states that he has had no success in making the cream according to the formula and sends it to me for verification. In printing the original contribution in the *Apothecary*, from which you borrowed the formula, an error crept in. The quantities of the first four ingredients should have read *grammes* instead of *grains* to conform with the other metric quantities. Therefore, for the benefit of Mr. Bunting and all others interested in my formula for this cream, please reprint it correctly as follows:

Pure stearic acid .....	30 grammes.
Cacao butter .....	5 grammes.
Sodium carbonate .....	20 grammes.
Borax .....	5 grammes.
Glycerin .....	25 Cc.
Water .....	400 Cc.
Mucilage of tragacanth.....	100 Cc.

Place the ingredients in a capsule over a water-bath, and heat until effervescence ceases. Remove the mixture from the heat, and when it begins to harden, add alcohol, 30 Cc., containing the desired perfume in sufficient quantity, and mix well. Permit the preparation to harden. Now reapply the heat, beat up vigorously until the preparation becomes fluffy and creamy, and fill into tubes.

This cream contains neither oil nor grease and may be sold in collapsible tubes.

Philadelphia.

I. V. S. STANISLAUS.

#### "LIQUOR AND THE DRUG STORE."

To the Editor:

I wish to commend your excellent editorial in the February BULLETIN on "Liquor and the Drug Store." I have been in the drug business in Springfield for the last fifteen years, and have been a regular subscriber and constant reader of the BULLETIN OF PHARMACY during that time.

The temperance movement now going on all over the country is no myth. It is an actual fact and represents a condition that all druggists must consider and make preparations for. The sooner

they get in line the better. If they will not join in the movement and obey the laws they are going to be forced to do so sooner or later.

Many druggists, and one might say the majority in some localities, think it no crime to violate the liquor law unless they are found out. Then, as you say, the public and the newspapers point to the one druggist who is discovered, assume that he represents the entire calling, and thus do a lasting harm and wrong to pharmacy.

Your editorial is an excellent one, and the sooner it is heeded the easier will it be for those who are violating the law, and the better will it be for true pharmacy. The retailing of liquor is in my opinion no part of the drug business.

Springfield, Mo.

J. L. ORMSBEE.

#### HE CRITICIZES OUR REPLIES TO QUERISTS.

To the Editor:

It is seldom that I offer suggestions to your journal, but a few of the queries which appeared in the February issue have aroused my interest.

W. E. F. has had difficulty in making the following ointment:

Ammonia chloride of mercury.....	1 ounce.
Balsam of Peru .....	4 drachms.
Washed sulphur .....	4 drachms.
Vaselin, to make .....	3 ounces.

I suggest that he make two ointments of this formula. Let him rub the sulphur fine with two ounces of petrolatum and then add the balsam of Peru. Let him rub the mercury with the balance of the petrolatum and then mix the two ointments. A fine, smooth product will result.

H. A. L. asked for a formula for creosotal emulsion and received the following suggestion:

Creosotal .....	2 drachms.
Gum acacia, powdered .....	3 ounces.
Oil of cassia .....	1 minim.
Oil of cloves .....	1 minim.
Oil of almonds .....	1 minim.
Oil of lemon .....	2 minims.
Glycerin .....	2 ounces.
Alcohol .....	½ ounce.
Syrup .....	3 ounces.
Water, a sufficient quantity to make..	1 pint.

The answer recommends too much acacia. Three drachms are sufficient. Two drachms of creosotal will readily emulsify with one ounce of mucilage of acacia. I do not understand the purpose of the alcohol in this formula. The essential oils will emulsify the creosotal. If I am off, toss this letter into the waste basket.

GEORGE A. PRESLEY.

Milaca, Minn.

## FROM A "COTTON-PATCH NEGRO."

To the Editor:

I find the curio column of the BULLETIN very interesting, and I believe the enclosed order deserves space in that department of the journal. It

Dir Mr Drug Master  
Wont a litle Botell  
of eye Drops for  
Weeks and an De on  
Botle of Carbolic  
acid on fire  
since Worth of  
Canfire Gum

was written by a "cotton-patch negro," and we translated it as follows:

Sir, Mr. Drug Master, Sir, I want a little bottle of eye-drops for weak eyes and one bottle of carbolic acid, one 5 cents' worth of camphor gum.

Let me grasp this occasion to say that I like the BULLETIN from cover to cover and would not attempt to do without it. It has been our friend for a long time.

W. T. McCLANAHAN.

England, Arkansas.

## THE MAGNESIUM CITRATE SOLUTION PROBLEM.

To the Editor:

An increasing demand for this product has induced me to find a process which permits of quick preparation and rapid bottling. I have a large crock, graduated to hold 230 fluidounces. I have figured out the amount of citric acid in the syrup of citric acid, and this I add with the quantity of acid prescribed in the U. S. P., making in all 35½ ounces. First I heat about one-half of the required water and add it to the acid carbonate of magnesia (1 pound) and spirit of lemon already placed in the crock, and put over it a loose cover. When effervescence has ceased I add water up to the graduation mark. Then I filter through purified talc. When warm, the product will filter rapidly, giving a beautifully clear solution.

In each bottle I put 2 ounces of simple syrup and then fill it with the solution. The bicarbonate of potash is finally added in crystalline or tablet form.

Brooklyn, N. Y.

WM. F. MORGAN.

## CLEANING GREASY UTENSILS.

To the Editor:

I noticed in the November and December issues of the BULLETIN methods for cleaning greasy utensils. Here is a procedure which I follow: I take an empty Antikamnia box, make several perforations in the cover and fill the box with sodium bicarbonate. Having screwed on the cover I take a supply of excelsior from a box under the sink, sprinkle on it a little of the sodium bicarbonate, add a dash of water from the faucet, and then rub the excelsior over the utensil. A greasy mortar or graduate may be cleaned readily in this manner. The sodium bicarbonate doubtless saponifies the fats in some measure, while the excelsior serves as an excellent mechanical cleanser.

A. E. CAMPBELL.

Rochester, N. H.

## THREE GOOD ONES.

To the Editor:

The BULLETIN is a thing of beauty—good paper, clear type, and interesting matter. Its editorial management has fallen into good hands.

JOHN F. PATTON.

(Ex-President of the American Pharmaceutical Association.)

York, Pa.

* * *

To the Editor:

What is home without a mother, and what is a drug store without the BULLETIN OF PHARMACY?

Lima, Ohio.

C. S. BENNETT.

* * *

To the Editor:

I am almost as eager to get the BULLETIN each month as I am my salary.

WM. R. WHITE.

Nashville, Tenn.

## FROM AN AUSTRALIAN READER.

To the Editor:

I have been taking the BULLETIN now for five years and I would not dream of doing without it. I have gleaned many ideas of the greatest use from its columns.

GEORGE TURVEY.

Hinty, New South Wales, Australia.

## SPECIMEN ADVERTISEMENTS.

### A TOILET CREAM PAMPHLET.

The Riley Drug Co., San Jose, Cal., are clever advertisers. They have recently sent us a little pamphlet exploiting "Calipoppy Complexion Cream." While not expensively gotten up, it is yet very attractive in typography and arrangement. It contains eight pages and cover and is small, being only  $2\frac{5}{8}$  by 5 inches in size and opening on



The front cover.

the end. The front cover is shown in one of the accompanying illustrations, although our reproduction does not indicate the very neat effect produced by the use of yellow ink on a black background.

The second cover page simply bore this dedication: "To those ladies who appreciate the value of a clear and beautiful complexion this little book is



### Facial Beauty

THREE things are necessary to facial beauty—rounded features, absence of wrinkles, and a clear skin. To obtain these it is necessary to massage the face with CALIPOPPY COMPLEXION CREAM. By so doing the hollow places are filled out, the wrinkles vanish and a marvelous clearness comes to take the place of the dull coloring so often found.

Of course these results cannot be obtained in a day or a week, but any woman will be repaid a thousand times for every half hour she devotes to beauty making.

One of the inside pages, showing arrangement of the cut and text.

respectfully dedicated." The third and fourth cover pages were left entirely blank. As for the booklet proper, the arrangement was simple and uniform throughout: each page consisted of a half-tone cut of some beautiful woman, usually an actress, together with a few words regarding Calipoppy Complexion Cream. The appearance and character of these inside pages will be realized

from a glance at the accompanying reproduction of one of them. Among the beauties represented were actresses like Lillian Russell and Julia Marlowe. The cuts were all  $1\frac{1}{2}$  by 2 inches in size.

### BEAUTY

Is one of nature's most precious gifts and few women are wholly without it. True, some seem unusually favored, but in many cases this is due to the great care taken of the charms bestowed and the acquirement of others which nature has overlooked.

To those that have, by neglect or otherwise, lost this charm the discovery of CALIPOPPY COMPLEXION CREAM is of especial value.

A little care, a little time and a few simple massage treatments will work wonders and give to every woman a clear skin—and this is the foundation of all real beauty.

### CALIPOPPY COMPLEXION CREAM.

CALIPOPPY Complexion Cream is the discovery of a chemist in the far West. Its name is derived from a combination of the words California and poppy, the latter being the State flower. It is a snow-white cream of delightful fragrance, put up in opal glass jars with aluminum covers—an ornament to any dressing table.

It contains not a particle of vaselin, lanolin, lard, or any animal fat, and will not grow hair upon the face.

We absolutely guarantee that each and every ingredient is pure and will not harm the most delicate skin.

### MARVELOUS PROPERTIES.

For many years chemists have sought to find a cream for the skin that would unite a soothing food for the flesh with something that would bleach the skin and restore the clear red tints of youth.

In CALIPOPPY COMPLEXION CREAM we have just such a combination, and we assert, without fear of successful contradiction, that it is the only one on the market.

It will remove pimples, blackheads, large pores, sunburn and wrinkles. In fact it cleanses the skin of all foreign particles and restores the childlike softness and brilliant tints of youth.

### FACIAL BEAUTY.

THREE things are necessary to facial beauty—rounded features, absence of wrinkles, and a clear skin. To obtain these it is necessary to massage the face with CALIPOPPY COMPLEXION CREAM. By so doing the hollow places are filled out, the wrinkles vanish and a marvelous clearness comes to take the place of the dull coloring so often found.

Of course these results cannot be obtained in a day or a week, but any woman will be repaid a thousand times for every half-hour she devotes to beauty making.



**SPECIAL DIRECTIONS.**

FIRST cleanse the face with any good soap and a little warm water, and rinse the face well to remove all the soap. The Cream is best applied at night and should be applied with the tips of the fingers in the manner described below.

To remove wrinkles: Place a little Cream upon the tips of the fingers of both hands, and starting from the center of forehead rub outward (never inward or downward), this movement to be maintained five minutes. Movement No. 2—Commencing just above each eye rub downward and in a circle toward the nose. This is to remove the fine lines and "crow's-feet" at the corner of the eye. Movement No. 3—Commencing at the center of the chin rub upward toward the ear—this is to prevent the muscles relaxing and to make the flesh of the cheeks firm. Movement No. 4—For the throat use a rotary movement and take plenty of time. You will be amply rewarded for every minute so spent. For the bust special directions will be sent upon request.

**FOR THE BUST.**

THE marvelous properties of CALIPOPPY COMPLEXION CREAM as a flesh food are well known, and in bust development it is a wonder. To those who are interested we will send special directions and an outline of a system which, if followed, will lead to the development of a perfect bust.

**THINGS TO BE REMEMBERED.**

USE only good soaps if you would have a beautiful skin. Beware of cheap ones, they will ruin your complexion. We recommend Calipopy Complexion Soap, for we know it to be absolutely pure. Sent anywhere for 25c in stamps.

Apply the Cream in small quantities, massaging until it is absorbed.

Your beauty depends in great measure upon your efforts to secure and preserve it. Be patient and persevering.

CALIPOPPY COMPLEXION CREAM contains no harmful ingredients and is as innocent as dew.

Sent to any address in the United States upon receipt of price, 50 cents.

RILEY DRUG CO.,

Sole Agents.

SAN JOSE, CALIFORNIA.

**A Monthly Drug-store Paper.—**

A newspaper 11 by 16 inches is distributed by Belmonte's Pharmacy of Cleveland, Ohio. The publisher evidently thought that good reading matter will support its own weight of advertising. The text occupies one-half of the paper, while the display ads. take up the remaining space. The ads. are written in a cheerful vein and are well illustrated. "Belmonte's Items of News" is published once a month.

**BUSINESS HINTS.****A Clever Idea.—**

A unique ad. was recently issued by B. S. Cooban & Company of Chicago. The peculiar feature lies in a coupon which is separated from the body of the announcement by a perforated line. The paper is cardboard, 8½ x 5½ inches, and was sent out to the customers in a mailing envelope. Obviously

SAVE  
THIS  
COUPON  
IT'S  
GOOD  
FOR

10c

Write your name and address here

and this will be accepted as 10c cash in part payment of one bottle

Cooban's Cooling Cream

Read about its healing, cooling properties.

TEAR OFF HERE AND GIVE TO CASHIER

**THERE'S ONLY ONE WAY**

THAT you can have beautiful, soft skin, free from chaps and cracks and that is by protecting it from the wintry winds with

Cooban's Cooling Cream

It is an exquisite and delightful toilet preparation which, if used regularly, will produce the softest, tenderest and most beautiful skin.

It quickly and effectually cures chapped hands, rough face, cracked lips, and protects the skin. Good for gentlemen after shaving. Safe to use on the most delicate skin. A good time to get a bottle is NOW

Use the 10 cent coupon above and 15 cents cash

COOBAN'S DRUG STORE is the model drug store of Chicago, up to the times in every respect, and always trying to improve its services. But it is not improvements and up-to-dateness that make a good drug store. It is not only the convenient location and easy access to this store that brings people in crowds. It is not only the courtesies and attentions you get here when buying anything in the drug, chemical or sundries line that has so much to do with this store's remarkable growth and popularity. But each one of these little items and specialties counts in the making of Chicago's Model Drug Store

B. S. COOBAN & COMPANY

DRUGGISTS

Chicago's Model Drug Store

536½ Third St. and Normal Ave.

Telephone Wentworth 502

the coupons which are returned by the recipients not only help to sell the specialties of the store, but they afford a nucleus of a very good mailing list. They represent the receptive customers, the kind that can be interested. An illustration of how this coupon system is carried into execution is seen in the accompanying ad.

**Two or Three Advertising Suggestions.—**

Discrimination in advertising is always worth while. How to distribute blotters in a manner that will bring returns may be seen from the following suggestion, contributed to the *Western Druggist* by W. J. Boulet: "I supply the schools in my locality with all the blotters they need. I don't give them to the children, however. I tie them up in bundles of about a hundred or more, according to the size of the schoolrooms, and send them to the teachers. They distribute the blotters and are glad of the opportunity. I use a good blotting paper about 2 x 5, with my ad. on one side. I change the ad. for

each new lot. I also supply the schools with an envelope of suitable size to hold the report cards. In one corner of the envelope is my card, and in the center "Report card of" and "Grade No. —." This goes into the home at least nine times a year and is always a reminder, if nothing else. Advertising matter of this kind must be made from good material. Never use anything of inferior grade. It might act just opposite to the way which you intended."

#### A Catchy Ad.—

From Horatio Todd, M.P.S.I., Belfast, comes a little eight-page folder,  $5\frac{1}{2}$  by  $2\frac{1}{4}$  inches. It is set with care.

## ODENTINE

FOR THE

### TEETH AND BREATH.

**Hardens the Gums.  
Purifies the Mouth.  
Prevents Decay. . .**

This Liquid Tooth and Mouth Wash is prepared from the formula of an eminent Dentist.  
It is the most refreshing Tooth Wash on the market.

**CLEANSSES and  
BEAUTIFIES the Teeth.**

TRY IT, and you are sure to like it.

**Bottles, 1/-, 1/9, and 3/-.**

The heavy display lines and blue text on a red paper are appealing to the eye. The general character of the ads. may be judged from the one here reproduced.

#### He Refuses to Charge Patents.—

Andrew R. Cunningham, the well-known Detroit druggist, has for the last year firmly carried out the policy of refusing to give any credit whatsoever on patent medicines. A neatly printed sign may be found on the top of his cash register in so conspicuous a position that every one may see it: "No Patent Medicines Charged." Mr. Cunningham reports that when the rule was first adopted it met with protests on the part of his customers, but they have now long since adapted themselves to the change without any difficulty. The idea is an excellent one. Patent medicines bring the druggist a very small margin of profit, and in some instances really involve him in a loss. What is the use, therefore, of putting oneself to the inconvenience of bookkeeping, not to mention the occasional further losses in the way of bad accounts?

#### A Display of Hot-water Bottles.—

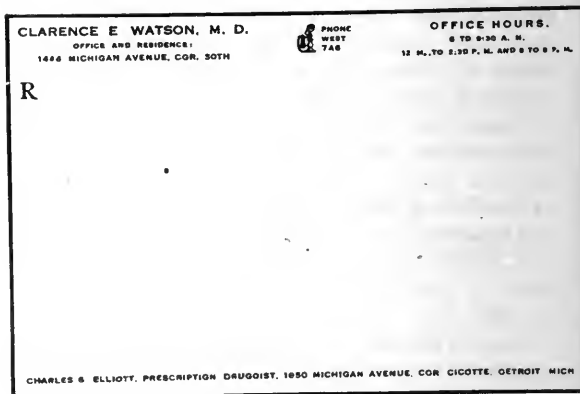
A. C. Walker, corner of Broad and Beaver Streets, Se-wickley, Pa., sends us the photograph reproduced in the accompanying engraving. Hot-water bottles, as may readily be seen, were the object of the display. The circle in the



window was 9 feet in diameter and had 75 squares for as many bottles. The framework was made of strips of wood covered with tissue-paper. Mr. Walker tells us that the display was in the window for two weeks, and that he averaged from one to three sales of hot-water bottles a day.

#### A Neat Prescription Blank.—

Charles S. Elliott, Detroit, Mich., distributes among the doctors a prescription blank of his own invention. The unique feature is the telephone character. It serves to impress upon



the patient and doctor Mr. Elliott's telephone number. It is obvious that this little device not only lends novelty to the blank, but has a certain business-bringing value.

#### A Soda Opening.—

Larkin & Davenport, a new firm of successful druggists in Glens Falls, N. Y., had a soda opening last year on Saturday, April 6. A neat little four-page folder, of a size just right to slip into a business envelope, was printed and quite generally distributed. On the third page appeared this invitation: "In order that you may become acquainted with the quality of our soda, we shall be happy to serve you with an ice-

cream soda free of cost on presentation of the attached coupon." The coupon itself was separated from the rest of the folder by a dotted line so that it could easily be torn off. It read as follows: "This coupon is good for one ice-cream soda at our new fountain. Larkin & Davenport, 2-3 Thomson Building, South Street." Three thousand copies of the folder were printed and they were delivered from house to house. In every case the folder was left with some member of the family and was not stuck under the door or in the mail-box. It was first placed in an envelope, sealed, and the envelope was made to bear the compliments of the firm. The opening was a very successful one, and the new druggists started off their soda season with a rush. We neglected to say that the front cover of the folder bore a handsome half-tone of the new soda fountain.

#### A C. O. D. Slip.—

BULLETIN readers will be interested in an order record employed by Fuhrmann's Pharmacy, Washington, D. C. It

<b>FROM</b>		<b>PHONE EAST 1500</b>
<b>FUHRMANN'S PHARMACY</b>		
<b>East, Capitol and 8th St.</b>		
<hr/>		
<i>Date</i> .....		
<i>Name</i> .....		
<i>Address</i> .....		
<hr/>		
<i>Amount</i> .....		
<i>Change sent</i> .....		
<i>Amount to come back</i> .....		
<hr/>		
<i>Delivered by</i> .....		
<i>Returned to</i> .....		
<i>Remarks</i> .....		
<hr/>		

accompanies every parcel which is sent out for cash on delivery.

#### The Propriety of Selling Souvenir Post-cards.—

In a paper read before the Pennsylvania Pharmaceutical Association, W. G. Greenawalt dwelt incidentally on his attitude toward the fitness of carrying postal cards. Mr. Greenawalt said in part: "As a business bringer the post-card is one of the best we have ever had, and it bids fair to continue. There are post-cards and *post-cards*. There are those of a high class, which have an educating and refining influence, and their sale adds to the tone and dignity of any establishment in which they are found. There are others much less

so, yet still attractive and interesting, and also the cheaper common ones, which are crude, coarse, and often vulgar. These naturally prove a disadvantage, but it is good to know that few pharmacists have taken them up. Generally he prefers better cards, and so long as he does so he will most surely derive profit and pleasure, even though his ethical sensibilities are shocked. However, he has as his defense that he must live, and if the sale of souvenirs and post-cards is creditable, and makes him more comfortable than some other side-lines, it should console him for any injury to his feelings in the matter."

#### A Neat Easter Ad.—

With the approach of Easter many druggists will be preparing a special announcement. The BULLETIN reproduces

### EASTER PERFUMES AND SACHETS

As the Easter season approaches thoughts of the new gown and its accessories command our attention. A dainty, delicate, lasting perfume is as necessary for a costume as the lace or lining. A perfume that meets these requirements is the

#### ROYAL SHAMROCK

recognized as the perfection of the perfumer's art. It is largely used in the leading cities of Europe and is immensely popular in New York City. We have the sole agency for this perfume in Fitchburg. All our customers praise it in the highest terms. 75 cents an ounce. Fancy gift boxes at \$1.20 each.

Hudnut's new sachets—Le Reve, Chrysis, Sweet Orchid, in screw-capped ounce bottles at 50c.; Piver's Azurea Sachet in glass jars, 1-ounce size, 50c.; Vantine's Oriental Sachet in 25c. jars. Toilet waters from the leading European and American perfumes.

NOTE THE DISPLAY IN OUR WEST WINDOW.


### THE WHITE DRUG STORE

D. CHAS. O'CONNOR, Pharmacist  
243 Main Street

the accompanying ad., used last year in the newspapers by D. Chas. O'Connor, of Fitchburg, Mass.

#### A Soda Postal Card.—

Here is an artistic announcement that will appeal to soda patrons. It was produced by Mr. C. L. Bonta, of Philadelphia.



**Bonta's "Twilight Soda,"**  
One and all agree,  
Is just fine as a valentine---  
For it touches the heart,  
you see.

**"P' Chemist Shop"**  
OAK LANE

**"P' Apothecary Shop"**  
Front Street and Wyoming Avenue

He owns two stores and has originated some clever advertising. This particular postal was printed in red ink.

## PRACTICAL PHARMACY.

### Emulsions of Castor Oil.—

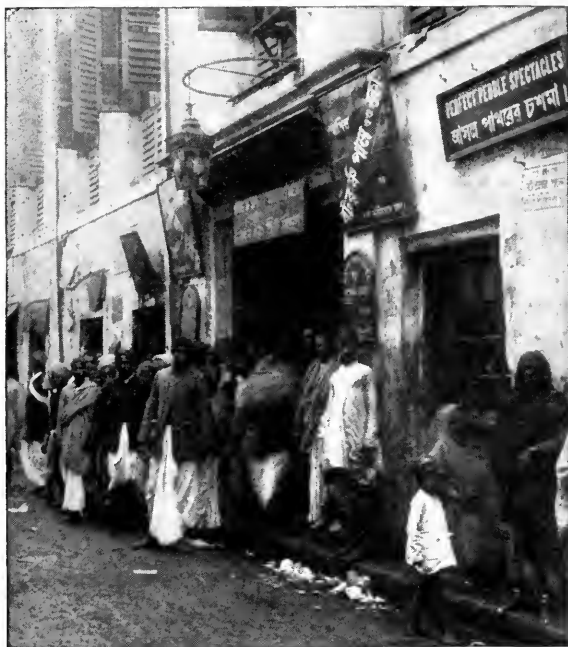
M. O. Wilbert, writing in the *American Journal of Pharmacy*, says that numerous attempts have been made, from time to time, to present castor oil in a form which would be quite, if not entirely, unobjectionable. He suggests the following as a satisfactory soap emulsion:

Castor oil.....	50.0 Cc.
Powdered Castile soap.....	1.5 Gm.
Spirit of peppermint.....	3.0 Cc.
Solution of saccharin, N. F.....	1.0 Cc.
Distilled water, enough to make.....	100.0 Cc.

To the powdered soap, in a clean, dry mortar, add the castor oil and the spirit of peppermint; mix the ingredients well and gradually add, with constant stirring, the solution of saccharin and enough water to make 100 Cc.

The resulting mixture is a white, limpid emulsion. It separates partially on long standing, but will readily emulsify again on shaking.

The procedure for making an emulsion with liquid soap would be about as follows: To 50 Cc. of castor oil and 3 Cc. of spirit of peppermint, in a suitable bottle, add 5 Cc. of liquid soap. Mix the ingredients thoroughly by shaking, and add the solution of saccharin and enough water to make 100 Cc. The solution of saccharin may be replaced by an equivalent quantity of syrup.



A PHARMACEUTICAL ESTABLISHMENT IN INDIA.—On this and the opposite pages we are showing exterior and interior views of an interesting drug store in Calcutta, India. Both a wholesale and a retail business are done, and the proprietors are B. K. Paul & Co. The owners and employees, many of whom are to be seen in this view, are all of them natives of India. The store is a very old one and is one of the largest in Calcutta. We are indebted for the photographs to Frank G. Ryan, President of Parke, Davis & Co., who visited India and other points in the Orient last year.

### A New Cannabis on the Market.—

For the purpose of studying the comparative value of Indian hemp and hemp grown in America, Houghton and Hamilton (*American Journal of Pharmacy*) have carried out a series of experiments on dogs. The method, which was elaborated by Houghton, consists in administering to a dog a given amount of the drug to be tested and comparing the physiological results with those which follow the administration of a drug of known potency. In carrying out the experiment, the standard drug is administered to one dog and the unknown to a second. Careful notes are kept as to the time and severity of the reaction. On the second day the dogs are reversed, each receiving the drug which the other had previously swallowed, and the reaction is again noted. According to these authors, an experienced observer may reach a fairly accurate conclusion as to the strength of a sample of the *Cannabis sativa*, particularly if the experiment is repeated with several other dogs. A number of samples from Mexico, Kentucky, Michigan, and Minnesota were investigated by this method, and it was shown that these drugs were fully as active as the best imported Indian-grown cannabis. An interesting fact pointed out by Houghton and Hamilton concerned the generally accepted idea that it is necessary to utilize the flowering tops of the unfertilized female plants only. They have remarked that while the seeds of the plant contain none of the active principle, samples of the drug which contain large quantities of seed yield extracts which are in no way inferior if the seeds be removed before percolation.

### A Modification of Fehling's Test.—

K. Grube (*Munch. med. Woch.*) proposes a modification of Fehling's test for determining the presence of sugar. He uses the following solutions, which have been extensively tried and approved by A. Wolff: (1) Copper sulphate 34.65 grammes, distilled water sufficient to make 1 liter; (2) Rochelle salt 173 grammes, solution of sodium hydroxide (Ph. G. IV) 450 grammes, distilled water to make 1 liter. Two cubic centimeters of each of the two solutions are well mixed in a test-tube, and carefully heated over a spirit lamp until the liquid boils. The urine is then added in drops and the liquid reheated. This is continued until the blue color of the liquid disappears. The test solution is so adjusted that each 4 Cc. reduces exactly 0.01 gramme of sugar. The quantity of sugar present can readily be calculated from the amount of urine which it has been necessary to add to produce decoloration of the test liquid.

### Liquid Court Plaster.—

The *Retail Druggist* suggests the following formula for a liquid court plaster:

Pyroxylin .....	1 ounce.
Amyl acetate .....	5 ounces.
Acetone .....	15 ounces.
Camphor .....	2 drachms.
Balsam fir .....	2 drachms.
Castor oil.....	2 drachms.
Oil of cloves.....	15 minims.

This solution consists of a form of collodion in which camphor and oil of cloves are used as flavoring ingredients and antiseptics. It is best to prepare the mixture from a good quality of guncotton or pyroxylin.

**Liquor Cresolis Compositus, U. S. P.—**

The faults most generally found with the U. S. P. preparation are (*Bulletin of the A. Ph. A.*) that it does not produce a clear mixture with water, that it varies too much in color, and that it may be too alkaline.

It is found that the U. S. P. preparation as ordinarily made contains unsaponified linseed oil, which of course would cause a turbid mixture with water. The reason that all of the oil is not usually saponified is due, possibly, to the use of raw oil containing some "boiled" oil—i.e., a portion of the raw oil is changed by the heat used in the process of extraction or by exposure to air. Therefore a pure fresh raw oil should be used. Saponification may be completed by heating the oil and potash solution instead of allowing them to remain cold. The principal difficulty with saponification is, however, due to a lack of water, and if more water be added the desired result is quickly attained. In fact the U. S. P. formula calls for too much soap. If the quantity of alkali and oil provided for 1000 Cc. of finished product be used for making three pints of the preparation, the difference being made up of equal parts of water and cresol so as to maintain 50-per-cent cresol, a very bright, handsome product results which is freely miscible with water.

It was found by experiment that cottonseed oil substituted for linseed oil in the U. S. P. formula saponified perfectly. Castor oil completely saponified almost immediately, and the finished preparation could be made in five minutes.

In the discussion which followed the committee's report on this preparation, Mr. F. W. Nitardy offered an improved formula in which saponification is completed by heat and the

addition of a little alcohol (35 Cc. for 1000 Gm.). Samples of the U. S. P. preparation and the turbid appearance when mixed with water, and of this improved preparation which caused no turbidity in water, were shown.

Mr. Becker stated that he made large quantities of a preparation closely resembling the proprietary preparation by mixing cresol in commercial soft soap of good quality. As the soap contained much water it was not possible to dissolve more than 47 per cent of cresol in it.

Mr. S. K. Sass added 30 per cent of water to the soap of the official formula and then 30 per cent additional of cresol. This gave a clear preparation perfectly miscible with water.

**Compound Resorcin Ointment.—**

In a paper read before the Northern Ohio branch of the American Pharmaceutical Association Mr. W. H. Hankey commented on Compound Resorcin Ointment, N. F. He had found the formula unsatisfactory because of its tendency to darken within twenty-four hours after shaking. His experiments showed that this darkening could be prevented by avoiding undue moisture, by using anhydrous lanolin, and particularly by adding 12 per cent of starch. He found that by dissolving the 6 parts of resorcin in 3 parts of water before triturating with zinc oxide and bismuth subnitrate, a smoother product was yielded; that the addition of this 3 per cent of moisture (provided anhydrous lanolin and 12 per cent of starch were used) did not cause a darkening of the product; that a more satisfactory preparation was obtained by using half the amount of oil of cade directed by the National Formulary.



A PHARMACEUTICAL ESTABLISHMENT IN INDIA.—This view exhibits one of the show rooms in the drug store of Paul & Co. It is rather uncharacteristic of the establishment, however, since it is quite European in appearance. All of the other rooms are very different from this. It may be interesting to state in this connection that B. K. Paul & Co. issue a "panjaki" or almanac every year: it is printed in Hindu and is a cloth-bound book of several hundred pages. Last year more than 40,000 copies were distributed. A large number of advertisements are scattered throughout the book, many of them of American products. Mr. Ryan tells us that American goods are to be seen in almost every corner of India.

## QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

### Two Spring Products.

H. G. H.—A compound sarsaparilla seems to be the type for spring medicines. It must be a combination of good alternatives and a laxative, pleasing alike to the eye and the palate. It should be laxative enough to move the bowels gently: that shows results. Below is a formula made from fluidextracts and published by Mr. Cooban in the BULLETIN some years ago:

#### A COMPOUND SARSAPARILLA.

Flex. of sarsaparilla.....	8 fluidounces.
Flex. of stillingia comp.....	16 fluidounces.
Flex. of senna.....	6 fluidounces.
Alcohol.....	16 fluidounces.
Simple syrup.....	32 fluidounces.
Potassium iodide.....	1 ounce av.
Water, enough to make.....	1 gallon.

Mix. Let the mixture stand two or three days. Shake well and filter.

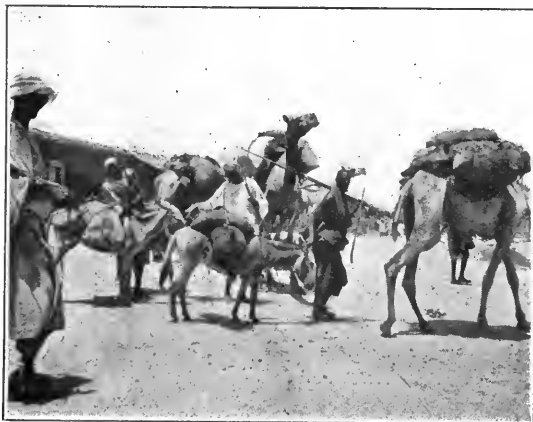
Put the preparation up in 12-ounce, green, panel bottles, label them, and place each one in a carton.

#### COST.

1 dozen bottles and corks.....	\$ .50
1 dozen cartons.....	.27
1 dozen labels.....	.10
Compound extract of sarsaparilla.....	3.00

\$3.87

This makes the total cost about 32 cents a bottle.



THE PICTORIAL SIDE OF GUM ARABIC.—The four illustrations shown on this and the opposite pages are interesting as depicting the primary marketing of gum arabic in the interior of the Anglo-Egyptian Soudan. The pictures are loaned us by the Crude Drug Department of Parke, Davis & Co. in New York City. In this view we see the camels loaded with bags of the gum and proceeding leisurely to market.



THE PICTORIAL SIDE OF GUM ARABIC.—The camels have now arrived at their destination and the product is being unloaded in the open market. Dozens of beasts and scores of Egyptians are engaged in the task.

### A SPRING TONIC.

"A good all-around tonic," remarked Mr. Cooban in the same article, "is a seller at this season—something which will tone up the system, brace up the nerves, increase the appetite, and in short be a general invigorator. For this purpose you might put up an elixir of cinchona alkaloids with pyrophosphate of iron and strychnine in six-ounce bottles at fifty cents, and pint bottles at one dollar. This is a most excellent tonic and sells all through the year, but of course goes best during the spring."

Quinine sulphate.....	72 grains.
Quinidine sulphate.....	80 grains.
Cinchonine sulphate.....	12 grains.
Strychnine sulphate.....	8 grains.
Pyrophosphate of iron.....	2 ounces.
Water.....	4 ounces.
Simple elixir, enough to make.....	1 gallon.

Dissolve the alkaloids in a portion of the elixir; dissolve the iron and strychnine in the water; then mix both solutions and add enough elixir to make one gallon.

Six-ounce bottles cost \$1.10 a dozen; 16-ounce bottles cost \$2.85 a dozen.

### A Polish for Copper Articles.

C. R. M.—Make a mixture of powdered charcoal, very fine, 4 parts; spirit of wine, 3 parts; and oil of turpentine, 2 parts. To this add water in which one-third of its weight of oxalic acid has been stirred. Rub the objects with this mixture.

### Cooban's Massage Cream.

P. E. B.—After considerable experiment Mr. B. S. Cooban, of Chicago, devised a formula for a massage cream which has appeared in the BULLETIN before. It has since been used quite widely by pharmacists. The formula was as follows:

Skimmed milk.....	1 gallon.
Hydrochloric acid.....	1 fluidounce.
Boric acid.....	1 ounce.
Oil of bitter almond.....	20 drops.
Oil of rose geranium.....	30 drops.
Oil of sweet almond.....	¼ fluidounce.
Solution of carmine.....	sufficient to tint.

Add to the milk one gallon of hot water—hot enough to raise the temperature to about 80° F. Mix the hydrochloric acid with one pint of water, and add this to the diluted milk slowly, with constant stirring sufficiently to completely coagulate the casein, which separates in a finely divided condition. Allow to stand for an hour, collect the





THE PICTORIAL SIDE OF GUM ARABIC.—The open-air market has now been prepared and the owners of the gum are ready for disposing of the product to purchasers. The characteristic Egyptian dress is much in evidence.

precipitate on cheese-cloth, and after draining return the mass to the vessel and add two gallons of water. Stir the coagulum, breaking up any masses that may form; pour off the water and wash again. It is necessary that all of the acid and whey be washed out of the casein. Collect on strainer and squeeze out all the water possible, then transfer to a mortar or other suitable vessel and incorporate the boric acid. Transfer to a cheese-cloth bag, suspend this from a shelf or other suitable place, and allow to hang for thirty-six or forty-eight hours, squeezing the bag occasionally. The mass contracts and forces water from itself, and it will take about two days to get it all out.

The casein will then be found quite dry and granular. Transfer it to a mortar, rub it as fine as possible, put in about one ounce of dilute alcohol (enough to moisten), and then add the oil of sweet almond and perfume. Tint the product with the solution of carmine. Add sufficient water to form a soft paste, beat all together until uniformly mixed, and then run through a paint mill and bottle it at once, or else put it up in collapsible tubes. It dries out very rapidly, and must be put into packages immediately.

It must be remembered that casein will hold just a certain amount of moisture, and while it may seem to take up a quantity, any excess will be thrown out on standing. It is impossible to state just the amount of water to use before grinding; this must be determined by experience. It is better to have the product a little dry, and then moisten it when used, than to have your preparation unsightly from rejected moisture after the package has been placed on sale.

#### Toilet Creams.

H. G. H. has evidently been having his troubles. He writes: "I confess that although I have tried a great many formulas for toilet creams, I have not found a suitable one. It is difficult to produce a nice, creamy preparation, or even one of a quince-emulsion appearance, that is not sticky. I want one that will permit gloves to be worn immediately after applying it. Moreover, a toilet cream made from gum tragacanth or quince seed will vary with different lots."

We have referred this question to Prof. Wilbur L. Scoville. He advises the use of less than 8 per cent of glycerin and between 25 and 45 per cent of alcohol. Naturally, however, a large percentage of alcohol will raise the price of the cream. This is doubtless where the shoe pinches. If the druggist will use only a small quantity of glycerin and a comparatively large amount of alcohol as we have specified, the cream will dry quickly.

In this connection we wish to call attention to the formula of Mr. Ernest Melling, of Bryn, England, which appeared in

the February issue of the BULLETIN in the department of "Queries." In the department of "Letters" this month appears a formula for a non-greasy cold cream by Dr. I. V. S. Stanislaus. Innumerable other formulas have been published from time to time in the BULLETIN.

#### Some Soda Fountain Formulas.

C. Y. N. requests the following formulas:

##### ORANGEADE.

Orange syrup ..... 1½ ounces.  
Juice of one-half lemon.  
Ice, two-thirds.  
Soda, a sufficient quantity.

##### CHOCOLATE SYRUP.

Here is a formula which is said to make an excellent syrup:

Ground chocolate ..... 8 ounces.  
Glycerin ..... 8 ounces.  
Sugar ..... 8 pounds.  
Vanilla extract ..... 4 drachms.  
Sweet milk, sufficient to make ..... 1 gallon.

Mix the chocolate and sugar thoroughly and add the milk. Let the mixture come to a boil and pour in the glycerin. When the sugar has cooled, add the vanilla.

##### ROOT BEER EXTRACT.

The following preparation makes a root beer "extract" which may be mixed with syrup; or it may be diluted with nine gallons of water containing one gallon of refined molasses, and charged in a fountain:

Fluidextract of sarsaparilla ..... 10 fluidrachms.  
Fluidextract of pipsissewa ..... 10 fluidrachms.  
Fluidextract of licorice ..... 4 fluidrachms.  
Fluidextract of wintergreen ..... 4 fluidrachms.  
Oil of wintergreen ..... 48 drops.  
Oil of sassafras ..... 24 drops.  
Oil of cloves ..... 12 drops.  
Alcohol ..... 10 fluidounces.

If it is preferred to use a fermented article, add the water and molasses, using warm water, also one quart of yeast, and keep the mixture in a warm place until fermentation is complete.

This product may be put up in bottles if desired.

#### Fortifying White Pine Cough Syrup.

S. brings up a question which is of more than passing interest. He asks: "What ingredient other than menthol may be added to white pine cough syrup to make it more



THE PICTORIAL SIDE OF GUM ARABIC.—In this final view of the series we see the carriers loading the bales of the gum on boats preparatory to its shipment down the River Nile en route for the markets of the world.



FOUR N. A. R. D. SNAPSHOTS.—The four groups shown on this and the opposite pages of the BULLETIN were taken at the Chicago convention of the N. A. R. D., held last September. In this view C. P. Gladding, of Hartford, Conn., is seen standing at the left with a smile of pleasure on his face. Thomas Voegeli, of Minneapolis, is in the center, while Frank H. Freericks, of Cincinnati, the man who believes so earnestly that the Sherman law ought to be amended, is seen at the right.

effective? The modified compound must be safe and free from any sediment."

Tar and ammonium chloride are used for the purpose. We do not recommend the addition of any opium derivative such as morphine, codeine, or heroin for this reason: Cough syrups are often taken by children, and if the preparation be sweet they will swallow a liberal dose. Any cough syrup which is sold over the druggist's label must consequently not be too highly medicated.

#### A Pile Remedy.

J. E. B.—We are unable to furnish you with the formula of the proprietary preparation which you mention. The following ointment may, however, serve your purpose:

Tannic acid .....	1 scruple.
Bismuth subnitrate.....	1 drachm.
Powdered opium.....	10 grains.
Soft paraffin.....	1 ounce.

#### A Kidney Pill.

H. G. H. submits three formulas for a kidney pill, asking which one is the best. We have referred them to our expert medical adviser, and he selects this one of the three recipes:

Extract of buchu.....	¼ grain.
Extract of uva ursi.....	¼ grain.
Powdered capsicum .....	¼ grain.
Potassium nitrate.....	1 grain.
Oil of juniper.....	¼ grain.

In this formula we omit the eighth of a grain of podophyllum resin, because this cathartic, when taken three times a day, might prove objectionable.

#### Removing Stains from Marble.

J. B.—Try this mixture:

Soft soap.....	4 ounces.
Whiting.....	4 ounces.
Sodium carbonate.....	1 ounce.
Water, a sufficient quantity.	

Make the mixture into a thin paste, apply it on the soiled surface, and wash it off after twenty-four hours.

#### A Color for Solidified Liniment.

G. F. L. has made a solidified liniment which he desires to color a transparent vermilion red. He has tried all the red colors with unsatisfactory results.

We cannot tell the cause of the trouble without seeing the formula. Some of the ingredients may be interfering with the color. If our correspondent will inquire of a dye manufacturer, he will doubtless succeed in securing a suitable coloring agent. We refer him to Theodore Eaton & Co., of Detroit, Michigan.

#### Distemper Remedies.

R. J. M.—The following formulas are borrowed from the Standard Formulary:

- (1) Antimonial powder.....2½ grains.  
Mercury with chalk.....2 grains.  
Dover's powder.....3 grains.  
Quinine sulphate.....1½ grains.  
Extract of nux vomica.....½ grain.

Make into one pill. Give one such pill two or three times a week.

- (2) Potassium nitrate.....4 avoirdupois ounces.  
Sulphur.....4 avoirdupois ounces.  
Charcoal.....40 grains.  
Black antimony.....40 grains.

Reduce all to powder and mix well. Make about 30 grains into a ball with lard or butter, and give one such ball in the morning and evening.

#### A Skin Food.

E. A.—We are unable to furnish you with the formula of the proprietary preparation which you mention. The following formula for a product of this character was contributed to the BULLETIN some time ago by Mr. Cooban:

Spermaceti .....	½ ounce.
White wax.....	½ ounce.
Oil of sweet almond.....	2 fluidounces.
Lanolin.....	1 ounce.
Cocoanut oil.....	1 ounce.
Orange-flower water.....	1 fluidounce.
Tincture of benzoin.....	3 drops.

Melt the first five ingredients in a porcelain bath, remove the mixture from the fire, add the tincture of benzoin and orange-flower water, and beat the preparation until it is cold. Then it will be uniformly smooth and creamy.

A few drops of oil of neroli improves the odor and will be found an advantage.



FOUR N. A. R. D. SNAPSHOTS.—This photograph is unfortunately not very clear, but friends of W. O. Frailey, of Lancaster, Pa., will recognize him in the center of the group. The other figures are Thomas F. McCoy of Coshocton, Pa., Josh E. Marsden of Philadelphia, and Walter Rothwell of Hatboro, Pa.



FOUR N. A. R. D. SNAPSHOTS.—This interesting picture, taken by Dr. William Muir of Brooklyn, to whom we are indebted for it, shows a group of the N. A. R. D. delegates arriving in Chicago. Incoming delegations were met at the stations and transported to their hotels in these large coaches.

### *An Incompatible Hair Tonic.*

C. Z. B. has had trouble in mixing the following formula for a hair tonic:

Quinine sulphate.....	20 grains.
Dilute sulphuric acid.....	15 minims.
Resorcin .....	1/4 ounce.
Tincture of capsicum.....	1 drachm.
Fluidextract of pilocarpus.....	2 drachms.
Tincture of cantharides.....	2 drachms.
Bay rum.....	1 ounce.
Spirit of ammonia, aromatic.....	7 drops.
Witch-hazel .....	4 ounces.
Alcohol .....	4 ounces.
Water, sufficient to make.....	16 ounces.

After this preparation is made and filtered through talcum, it deposits flaky particles on standing. The querist adds: "I think the precipitate is quinine tannate, due to the action of the tannin in the witch-hazel."

Distilled witch-hazel has no tannin. If C. Z. B. will reduce the resorcin to a reasonable amount, and omit the dilute sulphuric acid and the aromatic spirit of ammonia, both of which are of no use, his trouble will be overcome. Ten or fifteen grains of resorcin is ample for a pint.

### *Bottle Manufacturers.*

S. B. M. C.—The Whitney Glass Works make a high grade of amber, green, and flint bottles and vials. Their main office is in Glassboro, New Jersey. They have offices in New York, Philadelphia, and Chicago. They will doubtless be able to meet your requirements. The Whitall Tatum Company also carries a complete line of bottles. This firm has offices in Philadelphia, New York, Boston, San Francisco, and Sydney, N. S. W.

### *Keeping Strained Honey.*

T. E. B. requests us to publish a formula or process which will prevent pure, strained honey from turning to sugar.

This substance does crystallize on aging. The BULLETIN is inclined to believe that the addition of ten per cent of glucose to honey will prevent this crystallization.

### *Mange Remedies.*

R. J. M.—In addition to using the remedies mentioned below, the kennel should be thoroughly disinfected.

- |                        |                |
|------------------------|----------------|
| (1) Benzine .....      | 7 fluidounces. |
| Oil of cade.....       | 2 fluidounces. |
| Coal tar .....         | 2 fluidounces. |
| Green soap.....        | 2 fluidounces. |
| Oil of turpentine..... | 2 fluidounces. |

Rub the soap and tar together, add the oil of cade, and then incorporate the other ingredients.

Rub this in once daily.

- |                         |                      |
|-------------------------|----------------------|
| (2) Salicylic acid..... | 24 grains.           |
| Lard .....              | 1 avoirdupois ounce. |

This ointment is recommended for application to the head because soap cannot be used easily about the eyes. It is to be applied once a day.

### *A Rubefacient Ointment.*

N. E. C. & S.—The following is an excellent formula for a pain-subduing preparation and it ought to be of service as a rubefacient. The amount of capsicum can be increased if the ointment is not sufficiently counter-irritant.

Tincture of capsicum.....	5 parts.
Spirit of camphor.....	1 part.
Ammonia water .....	2 parts.
Alcohol .....	2 parts.
Soap liniment .....	2 parts.

The degree of redness produced by this mixture will vary directly with the vigor with which it is rubbed in.

### *Some Information About Ginger Extracts.*

F. W. H. writes: "Will ginger extract made with steam pressure form a soluble product? How does this extract compare with one made with alcohol?"

We have no data on the extraction of ginger with steam under pressure. But, reasoning by analogy, we are inclined to believe that this drug would not yield a soluble extract. Such a preparation would probably be much weaker than an alcoholic extract because it would contain more of the inert



FOUR N. A. R. D. SNAPSHOTS.—For this fourth picture we are under obligations to C. L. McBride, Kingston, N. Y., president of the New York State Pharmaceutical Association. Reading from the left, the men are Col. John W. Lowe of Boston, A. J. Horlick of Racine, Wis., C. H. Packard of Boston, P. B. Moriarity of Worcester, Mass., Thomas Voegeli of Minneapolis, J. L. White ("Joel Blanc") of New York, and John C. Gallagher of Jersey City.

matter of the drug hydrolized or inverted by digestion at that temperature and either dissolved or washed out in the decoction.

#### *Embalming Fluid.*

F. W. W.—Success in the use of any embalming fluid depends largely on manipulation, an important part of the process being the thorough removal of fluid from the circulating system before undertaking the injection of the solution. The following formula has been used:

Solution of zinc chloride (U. S. P.).....	1 gallon.
Solution of sodium chloride (6 ounces to the pint) .....	6 pints.
Solution of mercuric chloride (1 ounce to the pint) .....	4 pints.
Alcohol .....	4 pints.
Carbolic acid (pure).....	8 ounces.
Glycerin .....	24 fluidounces.

Mix the glycerin and carbolic acid and then all the other ingredients.

This gives a solution of 3 gallons, which is the proper amount for a body weighing 150 pounds.

#### *Overcoming Liquefaction in an Aperient Salt.*

H. G. C. wishes to learn how to prepare the following recipe:

Magnesium sulphate .....	16 grammes.
Sodium sulphate .....	16 grammes.
Sodium phosphate .....	14.5 grammes.
Acid tartaric .....	3.5 grammes.
(Must be hydrated.)	

Dose: A quarter teaspoonful in a glass of hot water night and morning.

The statement "must be hydrated" should read "must be dehydrated." Magnesium sulphate, U. S. P., has seven molecules of water, sodium sulphate ten molecules, and sodium phosphate twelve. Combined with tartaric acid they form a semi-liquid. By depriving the sodium salts of their water of crystallization the difficulty can be overcome. The small dose prescribed would also indicate that the dehydrated salts were intended.

#### *A Violet Dye for Ammonia.*

F. W. H. inquires, "What will give a permanent violet color to ammonia?" Alizarin blue ought to serve the purpose. On boiling this dye with ammonia water the color is unchanged, which is proof of its permanency.

#### *The "Burning" of Ashes.*

M. J.—Supplementing our answer to your question last month, we wish to add, at the suggestion of Prof. W. L. Scoville, that calcium carbide is the latest thing for completing the combustion of ashes.

#### *Short Answers.*

H. S. G.—You can probably obtain bear's oil and deer suet either from Herman Metzger, Portland, Oregon, or from Traugott Schmidt & Son, Detroit, Mich.

H. R. H.—Magendie's solution of morphine is "liquor morphinae hypodermicus" of the National Formulary.

X. V. Z.—We are unable to furnish you with the formula of the proprietary mixture which you mention.

M. D. C.—Quicklime is commonly used in country water-closets. It prevents putrefactive decomposition.

O. A. B.—"Aqua regia" is nitrohydrochloric acid, U. S. P.

## BOOKS.

#### "PHARMACEUTICAL AND CHEMICAL PROBLEMS."

The fourth edition of this book represents a distinct effort on the part of its author, Prof. Oscar Oldberg. The text has been almost entirely rewritten and greatly enlarged so that it is now a complete work on the subject. The author recognizes the fact that pharmaceutical students often display a serious deficiency in their arithmetic, and he supplies a remedy by introducing a review course without which many students would find further progress impossible.

A great variety of problems are presented, varying from the easy to the difficult. Atomic combining values, oxidation and reduction, chemical notation and nomenclature, the classification of chemical compounds on the basis of structure, equation writing and related subjects, are given a much greater share of attention than is customary.

The author, whose reputation and long experience as a teacher of pharmacy and applied pharmaceutical chemistry are well known, calls attention in the preface to the fact that a thorough command of the subjects embraced in this work is indispensable to pharmacists and chemists.

On pages 177 and 178 will be found tables for identifying positive and negative elements which Professor Oldberg exhibited at the New York meeting of the A. Ph. A. last September, and which at that time attracted great attention for their originality.

The book is published by the Chicago Medical Book Company, of Chicago, contains 363 pages, costs \$3.00, and is bound in cloth.

#### A NEW BOOK BY PROFESSOR BEAL.

Prof. James H. Beal, the well-known teacher, writer, and authority on pharmaceutical jurisprudence, has just brought out a new book, "Prescription Practice and General Dispensing." It fills a niche of its own very nicely, and is well calculated to be of distinct practical service to the prescriptionist—not alone to the student who is acquiring knowledge of prescription practice at the outset of his pharmaceutical career, but to the druggist of more experience who needs something in the way of a useful handbook. The first chapter is devoted to "The Library and Laboratory of the Dispensing Pharmacist," and we are gratified to find here a warm tribute to the pharmaceutical press. There is a very concise and excellent chapter on prescription Latin, another on the prescription itself, a third on methods of filling and filing prescriptions, and then we come to a consideration of the various types of prescriptions—capsules, konseals, ointments, cerates, pills, suppositories, etc., etc., down through the entire list. At the end of the book are chapters on incompatibility and the emergency treatment of cases of poisoning. The volume is cloth bound, contains 217 pages, and is published by the author at Scio, Ohio.

TEACHER: "Suppose your father gave your mother \$20, and then took \$5 back again. What would that make?"

Tommy: "All kinds o' trouble."—*Philadelphia Ledger.*

# BULLETIN OF PHARMACY

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## THE MONTH'S HISTORY.

**THE SEVERAL  
PURE DRUG BILLS.** March is usually the month of the year when the legislative kettle boils the hardest, and during the last few weeks it has been singing quite merrily. Interest continues to center, of course, in the pure food and drug bills. Kentucky has enacted a law based upon the Federal act and apparently satisfactory to the druggists of the State, who were quite active during the weeks in which it was being discussed in the legislature. The New Jersey bill is at this writing still in process of discussion and amendment, the purpose of the draft being to soften the rigors of the law enacted last year without due consideration. In Maryland, where a fight has been made over the question of enforcement, it is reported that the Board of Health and the Board of Pharmacy have compromised and have agreed to

have the law placed under the jurisdiction of the Maryland Agricultural College. In New York State the great fight has similarly been over the question as to whether the Board of Pharmacy or the Board of Health should be charged with the enforcement of the law, and this issue is just now being sharply contested. The Whitney bill, introduced by the druggists and described in these columns last month, has apparently made good headway in the legislature, but strong support is being given the so-called Tully measure by other interests.

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### NEW RULINGS FROM WASHINGTON.

In the meantime the several amendments to the Federal food and drugs act, pending in the National Congress, are apparently exciting little interest or attention. Several new decisions have recently emanated from the Board of Food and Drug Inspection, however, which in effect amount to amendments of the act. When the regulations governing the law were first issued it was held by many competent lawyers that in some respects they would fail to hold water when submitted to the test of court construction. Since that time the Board of Food and Drug Inspection has been organized with George P. McCabe, a lawyer, as one of its members, and the presence of Mr. McCabe on the Board probably explains the issuance of recent revisions of a few of the earlier regulations. For the most part the new rulings substitute the word "should" for "shall," which means that such governmental regulations are advisory rather than mandatory—a distinction of some significance. In one respect, however, that with reference to the interpretation of the phrase "an original, unopened package," the Board has practically reversed the early regulation. In conformity with previous rulings of the Supreme Court, as set forth in the BULLETIN over a year ago, it is now held that an original package is, not a bottle of 100 tablets, a pint of a fluidextract, or a single bottle of a patent medicine, but, very different from these, "the unit, complete in itself, delivered by the shipper to the

carrier, addressed to the consignee, and received by him in the identical condition in which it was sent, without separation of the contents in any manner." In other words, an "original package" is the box, barrel or crate made the subject of shipments, and it is only over such packages, shipped across State borders, that the Federal government has any jurisdiction. Another recent ruling declares that the use of sodium benzoate will be permitted as a preservative in quantities of one-tenth of one per cent.

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#### **GOVERNMENT WINS HARPER CASE.**

The original regulations governing the enforcement of the food and drugs act also took rather severe ground regarding the use of the word "cure" on patent medicines and other medicaments, declaring that this would constitute misbranding under the terms of the law unless it could be satisfactorily proved that the article really did cure the disease named in the great majority of cases. Many critics declared at the time that this position was a radical and somewhat finical one which would not be supported by the courts, and it is therefore of considerable significance and importance to note that the government has now won its point in the first case involving the settlement of the question. This was the Harper case, made the subject of explanation in these columns last month. Robert N. Harper, manufacturer of a product known as "Cuforhedake Brane Fude," was prosecuted on the ground that his product was not a cure in the proper sense of the word, and on the additional ground that no such thing as a "brain food" was known to medical science. The case was fought out in Washington for three weeks and Harper was finally convicted. It was reported in the newspapers the next day that the president, desiring to make the most of this first conviction under the food and drugs act, and to gain universal respect for the law, requested the court to impose a sentence of imprisonment on Harper, but it was announced a month ago that if Harper lost he would carry the case to the higher courts.

* * *

#### **CONGRESSIONAL LIQUOR BILLS.**

The rapid progress of the temperance and anti-saloon movement throughout the country has been referred to several times in recent issues of the BULLETIN. One phase of the movement is seen in the introduction of no fewer than 20 bills in the

National Congress at Washington seeking to prohibit the interstate transportation of distilled spirits, the idea being, of course, that a State prohibition law is nullified to a considerable extent so long as beverages may be received across the border from another State. So far well and good. Incidentally, however, it has been discovered that most of these congressional bills include alcohol as well as beverages within their scope, and this would seem to prevent interstate shipments of alcohol even when intended for legitimate manufacturing purposes. The drug trade is at once involved. Several prominent jobbers consequently appeared before a house committee last month and argued the necessity of so amending any bill which Congress might pass that alcohol could be made the subject of interstate shipment when needed for use in the manufacture of medicinal and pharmaceutical supplies. It seems likely that such an amendment will be made.

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#### **MASSACHUSETTS LIQUOR BILL.**

In this department of the March BULLETIN we reported that the Massachusetts pharmacists had decided to seek the introduction of a bill in the State legislature restricting the sale of liquor by pharmacists to physicians' prescriptions—a plan which would involve the abandonment of the present system of giving the Board of Pharmacy power of decision over the issuance of liquor licenses to druggists, and authority also to revoke the registration certificate of any pharmacist twice convicted in court for violating the liquor law. We now find that, on the contrary, a bill has been introduced in the Massachusetts legislature still further increasing the powers of the Board of Pharmacy and giving it entire jurisdiction over the whole matter of licensing druggists to sell liquor. The Board is itself to issue liquor permits to pharmacists, is to see that the law is enforced, is to withdraw the permit for a year whenever the law is once violated, and is to revoke a pharmacist's certificate of registration upon conviction of the third violation. A recent hearing on the measure was attended by 250 druggists, and they were about equally divided in supporting and opposing the bill. It is at least seriously to be doubted whether the plan is a wise one. It goes pretty far in conferring both judicial and legislative functions upon a purely administrative board, and it opens the way for pressure and suspicion of a grave character.



**ANTI-NARCOTIC MEASURES.**

The Massachusetts legislature is also considering at this time a radical anti-cocaine bill. This measure forbids even the manufacture of a catarrh powder or any proprietary preparation containing cocaine or any of its salts or synthetic substitutes, and it declares that any pharmacist who sells such a preparation after he has been notified regarding its character shall be imprisoned for at least six months and shall be subjected also to a fine ranging between \$250 and \$500. Furthermore, the mere possession or custody of cocaine, its salts or synthetic substitutes, with intent to sell or give away, will subject the possessor to imprisonment and fine. We are led to inquire: How can physicians secure cocaine in the State of Massachusetts for their legitimate purposes if such an act becomes law? New York State enacted an anti-cocaine law a year or two ago, and another measure is now pending which would in addition restrict the sale of opium, morphine, and their preparations. In Georgia the Board of Pharmacy is having an analysis made of proprietary articles suspected of containing narcotics in order that the law may be properly enforced with respect to such preparations. In Congress a modification has been introduced of "the Chicago Conference Measure," adopted last September by the N. A. R. D. in Chicago, and intended to affect interstate traffic in narcotics. Anti-narcotic measures are now pending also in New Jersey and one or two other States.

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**OTHER PENDING BILLS.**

Striving now to refer in one paragraph to a number of other pending bills affecting pharmacy and pharmacists, we may remark that 1908 has produced fewer patent medicine measures than we have become accustomed to in recent years. Two, however, are pending in New York, besides a few additional ones in other States. The Bennett bill in Congress, increasing the salaries of superintendents of post-office contract stations, is of interest to many druggists and is receiving their hearty support. Two measures are also pending in Congress which would elevate the status of pharmacists in the government service. One, affecting the army, would provide a "medical corps" and a "medical reserve corps," and among other things would establish a department of pharmacy presided over by a chief pharmacist with the rank of Colonel, together with commis-

sioned subordinates ranking as majors, captains, and lieutenants, all of whom must be graduates of recognized colleges of pharmacy. The other bill has reference to the Public Health and Marine Hospital Service. Three grades are provided for: "Pharmacists" who would receive \$2000 per annum; "passed assistant pharmacists" who would receive \$1800; and "assistant pharmacists" who would receive \$1600. In each case the government would furnish quarters, fuel, and lights.

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**THREE PHARMACISTS HONORED.**

The disposition to honor men who have rendered notable services to the calling is fortunately growing among pharmacists. At the present time, for instance, no fewer than three movements are in progress to found scholarships in honor of prominent pharmacists—one living and two dead. The Alumni of the Philadelphia College of Pharmacy are endeavoring to raise \$3000 for a scholarship in honor of Thomas S. Wiegand, Ph.M., who is now the oldest living alumnus of the institution, and who has been librarian of the college for many years. The Alumni of the Pharmacy Department of the University of Michigan are working on a somewhat different plan to honor the memory of Dr. Prescott. It is hoped to raise a memorial fund of three or four thousand dollars for the purpose of loaning the principal in necessary amounts to worthy young men who need financial assistance, and who, it is expected, will be able to repay the loans within a few years after their graduation. In the third place the suggestion has recently been made that an Ebert scholarship be established in the Chicago College of Pharmacy, although it is likely that nothing will be done to carry this plan out until the fund shall have been completed which is now being raised to provide a suitable monument for the Ebert grave and to look after the permanent maintenance of the lot.

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**AMENDING THE ANTI-TRUST LAWS.**

It begins to look as if Congress might pass an amendment to the Sherman act at the present session. The suggestions made by the national conference held in Chicago last fall have been up for consideration in one of the house committees, but so far, however, nothing definite has been attempted. In the meantime the Valentine-Stewart anti-trust law in Ohio, similar in character to the Sher-

man act, has been the object of considerable attention at the hands of the Ohio Valley Druggists' Association in Cincinnati. At the suggestion of Mr. Freericks it was declared at a recent meeting that the law ought to be amended in such form as to exempt the following from the operations of the act:

1. Organizations of labor and their reasonable trade agreements with employers relating to wages, hours of labor, and conditions of employment.

2. Associations of farmers, intended to secure a reasonable, stable, and equitable market for the products of the soil, free from fluctuation due to speculation.

3. Reasonable business and industrial agreements, seeking to prevent ruinous competition and rate cutting, and to protect against unlawful monopoly, or tendency to monopolize.

Mr. Freericks has presented this amendment to the members of the legislature from Hamilton county and is prepared to discuss the question when it has properly come before the legislature.

* * *

#### FAVORITE POISONS.

It would appear that carbolic acid is quite as popular a suicidal agent in England as in the United States. A recent annual report, covering both England and Wales, shows that 1085 deaths were caused by poisons during the last year. These cases may be classified as follows: Poisons accidentally administered, 245; poisons taken by suicides, 534; poisons administered as anesthetics, 183; poisons used by murderers, 5; deaths attributed to morphia habit, 9; deaths due to poisonous fumes, 109. The poison most generally employed for suicidal purposes is carbolic acid, which was taken with fatal consequences in 120 cases; next comes oxalic acid, which was taken by 90 suicides; the next "spirits of salts," by 86; next "opium, laudanum, and morphine," by 52. Of deaths caused by poisons taken by accident with fatal results 73 were due to "opium, laudanum, and morphine." Of the deaths due to anesthetics 107 were caused by chloroform. Curiously enough only 3 deaths were attributed to cocaine.

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#### THE CUBAN DECREE.

In an editorial last month we dwelt upon the sensation which Governor Magoon had caused in Cuba by issuing a decree providing that hereafter State examinations in pharmacy would be substituted for diplomas from the Pharmacy Department of the University of Havana. It has since been

announced authoritatively that the administration at Washington would suffer no change in the decree and that the hands of Governor Magoon would be upheld. The commissioners whom the students of the University sent to Washington have returned to Havana. Governor Magoon also returned from Washington last month and declared that while the decree would remain in force, he would see to it that the State examinations were made sufficiently rigid to preserve the interests of the public health and to prevent any deterioration in pharmaceutical standards. The main object of the decree, as we explained last month, is to prevent the "regente" evil, where the owner of a university diploma loans it out to the real proprietor of a pharmacy for a consideration—or perhaps loans it to several such proprietors! Governor Magoon declares, too, that the number of graduates of the University is not ample for the purposes of the island, and that a system of rigid State examinations will increase the number while in nowise lowering the standard.

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#### PHYSICIANS AND THE U. S. P.

It has often been pointed out that the reason why physicians do not more generally prescribe N. F. and U. S. P. goods is because the medical colleges of the country do not use the U. S. P. and the N. F. as text-books or give instruction to any extent in practical pharmacy. Hence the significance of the following resolution, adopted at an informal conference called by Prof. Joseph P. Remington and attended by a number of teachers in the medical schools of Philadelphia: "Resolved, that it is of the utmost importance for accuracy in prescribing, and in the treatment of disease, that students of medicine be instructed fully as to those portions of the United States Pharmacopoeia which are of value to the practitioner, and that members of the medical profession be urged to prescribe the preparations of that publication, and further, that this resolution be forwarded to the medical and pharmaceutical journals, and to the teachers of medicine and therapeutics in the United States." This resolution was signed by the following medical teachers: James Tyson, John H. Musser, John Marshall, Horatio C. Wood, Jr., H. A. Hare, Alfred Stengel, J. W. Holland, David L. Edsall, Seneca Egbert, M. C. Thrush, James Wilson, E. Q. Thornton, John V. Shoemaker, I. Newton Snively, J. M. Anders, and S. Solis Cohen.

**EXAMINATION  
METHODS.**

The Pennsylvania State Board of Pharmaceutical Examiners adopted the system some months ago of using separate sets of questions for registered pharmacists and qualified assistants. The members of the Board are now united in believing that the plan is a pronounced success. At the present time they are at work on another improvement in the examination system, which is being tried in part in the qualified assistant examinations. In the past, the questions all had the same value in the marking, although some of them perhaps involved only the retention of some fact in the memory. Others more thoroughly tested the general or particular professional knowledge of the applicant. Questions of the latter class, in the opinion of the members of the Board, should have a higher relative value. This idea has been applied recently to the qualified assistant examinations, in which seventeen questions are asked. Most of them have a different relative value, and the results are finally worked out on a percentage basis. The same method will shortly be applied to the questions in the registered pharmacists' examination.

* * *

**A PATENT-  
MEDICINE TRUST?**

The newspapers last month had rather sensational reports regarding a proposed combination of the manufacturers of a large number of profitable and non-competing patent medicines. It was said that a proposition emanating from a New York firm of promoters had been sent to proprietary manufacturers throughout the country. The plan was to "organize a corporation with substantial financial backing to acquire the good-will and the business of a number of proprietary medicine concerns with the purpose of more economically and effectively developing the business of each by the employment of those methods familiar to practical men in this age of consolidated effort." Sounds rather ambitious, doesn't it? Will anything come of it?

* * *

**THE CHICAGO  
"VETERANS."**

The Chicago Veteran Druggists' Association is one of the most unique pharmaceutical societies in the country. The members of this body are united by many ties of congeniality, brotherhood, and long association. At a recent meeting Thomas N. Jamieson, a pharmacist who has done much for the Veterans' Association, and who has of recent years been more or less prominent in political affairs, was

the guest of honor at a birthday dinner. Toasts were responded to on such subjects as "Jamieson the druggist," "Jamieson the politician," "Jamieson the friend." At another meeting of the association (or was it at the same one?) Mr. Blocki, about to leave for a trip to Europe and the Far East, was liberally toasted and was given a unique "bill of lading and passport" by Secretary Bodemann. This was gotten up in Mr. Bodemann's most humorous and entertaining style and was quite an original document.

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**THE DRUGGIST'S  
SENSE  
OF SECURITY.**

The pharmacist who picks up the daily paper to find that another State has gone "dry" can hardly refrain from congratulating himself on the permanence of his own vocation. The drug trade certainly enjoys an enviable position. Panic or no panic, the situation of the pharmacist is never precarious. Headaches and stomach pains depend on the weather, but are little affected by the currency. At all times people must have drugs. While the large distilleries are appalled at the prohibition movement, while the market value of the stock of the whisky trust has tumbled from point to point, the pharmaceutical manufactories have with a few exceptions showed little alarm and their stocks have suffered no depression. It is certainly a source of consolation to the whole craft to observe that the drug trade is throughout an institution of solidity, little affected by the temperance movement or other social and political developments.

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**THE  
WOMEN BUSY.**

A new chapter of the Women's Organization of the National Association of Retail Druggists has been organized in St. Louis. Mrs. Sol. Boehm is president, Mrs. William Ittner first vice-president, and Mrs. Paul Schneider secretary. The other chapters of the W. O. N. A. R. D. throughout the country are holding monthly meetings. One of the interesting facts brought out at the March meeting of the Chicago chapter was that in one locality embracing about two square miles the druggists had formed a local society which holds meetings at the homes of the members once a week for social enjoyment. Not only, however, have the druggists' families become good friends, but such an understanding has been reached among the druggists themselves that they now close their stores at 9 o'clock every evening without any fear that "the other

fellow" will gain an undue advantage. It was pointed out at the meeting of the Chicago chapter that it was for the accomplishment of just such results as this that the Women's Organization existed.

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#### A FAMILIAR FORM OF COMPETITION.

Some of the local associations throughout the country are beginning to take cognizance of a form of competition which retailers in several lines have suffered for years. We have reference to children and women who take orders for mail-order houses and soap manufacturing concerns, and who strive to sell ten or fifteen dollars' worth of goods to their friends for the purpose of securing a prize supposed to be worth the value of the order. A soap concern in Buffalo is one of the worst offenders in this direction. The Western Pennsylvania Retail Druggists' Association in Pittsburg has recently taken up the question and has acted by calling the matter to the attention of the Mercantile Appraiser. This official has agreed to assess every local agent of such concerns as we are describing and to compel the payment of the mercantile tax. The Pittsburg Association is requested to furnish names and addresses and the Appraiser says he will do the rest!

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The Pennsylvania Board of Pharmacy has announced its intention of getting after those druggists who are violating the pharmacy law in one way and another, and recently in Harrisburg two druggists were successfully prosecuted for conducting a drug store without being registered. Two or three substances purchased at the store were found by the State chemist, Professor La Wall, to be deficient in pharmaceutical strength.

* * *

Dr. Henry Beates, Jr., president of the Pennsylvania Board of Medical Examiners, and a prominent Philadelphia practitioner, severely "roasted" some of his fellow physicians in an address delivered recently at a joint meeting of druggists and doctors in Philadelphia. Among other things he is reported to have said that "half the physicians nowadays don't know how to write prescriptions."

* * *

The Metropolitan Association of Retail Druggists in New York City, desiring to pay off its indebtedness of \$1000 to the N. A. R. D., recently gave a big vaudeville entertainment and ball. Nearly

\$2500 was raised, and during the evening a check for \$1000 was turned over to President Potts of the N. A. R. D., who was present at the gathering and who made a speech of acceptance.

* * *

Theodore Weicker has resigned as the president and general manager of E. R. Squibb & Sons, and he has been succeeded by Lowell M. Palmer. Mr. Palmer was previously the vice-president, and the two men exchanged positions. Mr. Weicker will spend several months in the South in search of renewed health.

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On page 355 of the BULLETIN for last September we gave a list of the cocaine-containing proprietaries which the State Board of Health had declared unsalable in Massachusetts. To that list the following products have now been added by the Board: Opal Catarrhal Powder and Quinia Laroche.

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The Supreme Court of Minnesota has recently upheld the constitutionality of the reregistration clause of the State pharmacy law. This decision, so far at least as that particular State is concerned, settles one of the moot points which occasionally arise in the discussion of pharmaceutical legislation.

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The N. A. R. D., desiring to increase in usefulness to its membership, has recently undertaken the publication of a syndicate drug-store paper for druggists and has also arranged to secure "liability insurance" for dues-paying members at a discount of 10 per cent.

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It appears that a few registered pharmacists in Ohio have done a thriving business in the rental of their registration certificates. Certain druggists "needed them in their business," and now the Board of Pharmacy is after the culprits hot-foot.

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Horace Burrough, president of the Burrough Bros. Manufacturing Co., chemists and manufacturing pharmacists in Baltimore, died recently at the age of 63 after an operation for appendicitis.

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Louis Emanuel of Pittsburg has been reappointed to membership on the Board of Pharmacy, and William L. Cliffe, whose term expires in June, will undoubtedly be reappointed also.

## EDITORIAL.

### WITH REFERENCE TO PURE FOOD AND DRUG LEGISLATION.

In discussing the recent horde of pure food and drug enactments the BULLETIN and other journals have repeatedly pointed out the necessity of seeing to it that prescriptions and N. F. and U. S. P. goods are specifically exempted from the labeling clause providing that the content of alcohol, opium, morphine, cocaine, acetanilide, heroin, and certain other narcotics must in every case be stated on the label. We have more than once called attention to the beastly nuisance of figuring out percentages of these various substances and writing them on every prescription. And not only is it a nuisance, but it is entirely unnecessary. It serves no good end in the interests of the public health. More than that, in large measure it defeats the purpose of the prescriber, who for obvious reasons does not want his patients to know what they are taking.

Despite these repeated warnings, however, the labeling clause of the national law has been literally copied in many of the States, and the druggists of several commonwealths are now faced by an embarrassing situation. In Indiana the law exempts physicians' prescriptions, but it does not exempt N. F. and U. S. P. goods. Every time the druggist sells an ounce of N. F. or U. S. P. products over the counter he must go to the trouble of discovering the percentage present, if any, of the several proscribed substances and write them on the label. If he puts up a polypharmaceutical "home mixture" for one of his customers who brings the recipe into the store, he must indulge in a still longer and more troublesome period of mathematical exercise in order to comply with the law.

It is well enough to have the facts stated on the label of proprietary and other secret and unofficial remedies. Formulas for the U. S. P. and N. F. preparations, however, are open to everybody. There is nothing secret about them. The facts are within easy reach. No necessity exists for subjecting pharmacists to the embarrassment and inconvenience of figuring out alcohol, cocaine, morphine, and other percentages in every substance sold over the counter, or in every mixture dispensed on a physician's prescription. Several pure food and drug laws are now pending in different State

legislatures, and it might be well to bear these considerations in mind.

In two or three States the authorities vested with the enforcement of the law have declared in response to questions that the law involves prescriptions as well as other medicaments, and that officials could exercise no discrimination in the honest enforcement of the statute. It is doubtless true that in most instances wise and discreet commissioners will wink at this particular feature of the law, but no one can tell when some quixotic official will take it into his head to discharge his duty from Alpha to Omega. Why have laws which render such possibilities imminent?

Many of the State acts, rushed through the legislatures in hot haste last year, will need revision in the years to come if the interests of the drug trade are to be protected properly.

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### OF IMPORTANCE TO ALL OUR SUBSCRIBERS.

We pointed out last month that the Post-office Department at Washington had recently issued a regulation which directly affects some of our subscribers. It declares that all subscriptions to periodicals must be paid in advance; that all renewals must be subject to the same conditions; that only four months' grace will be permitted with monthly periodicals, and that if subscriptions or renewals are not paid within this time copies of the journal to such persons *will be denied transmission in the mails at second-class rates*.

Under the circumstances we asked our readers if they would kindly bear this ruling in mind and save embarrassment to themselves and to us by paying their subscriptions promptly as they fall due.

Since then one or two subscribers have written in to ask why the government should issue such a regulation. Why should it be concerned with the payment of bills between publisher and subscriber?

The reason is simple. The government carries all so-called "second-class matter" at a loss, and it does so because it desires to favor the publication of legitimate periodicals and thus put a premium on public enlightenment and education. But many publishers have greatly abused the privilege. Issuing journals for some other purpose than that of building up a legitimate subscription list, being really indifferent to subscription returns, and desiring only a large circulation for the furtherance of some advertising or other purpose, they have sent

their journals broadcast to people who never subscribed for them at all.

Such periodicals are entitled to second-class postage rates only to the extent that they have a paid subscription list, and beyond this they should pay the much higher rates of third-class postage. In order to see that this is done, and that the government treasury is not tapped annually to the tune of thousands and perhaps hundreds of thousands of dollars, the ruling to which we have referred was issued in December last. But of course such a ruling must needs affect every periodical, honest or dishonest, as the rain falls alike upon the just and the unjust. As so often happens in every department of life, the *BULLETIN* must suffer for the sins of others.

Will our readers therefore please bear this ruling in mind and pay their bills promptly as they receive them throughout the year—or send remittances without waiting for bills? We shall find it impossible to send copies of the journal to delinquent subscribers at second-class rates.

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#### A NEW METHOD OF DETECTING TUBERCULOSIS.

The science of bacteriology has given to mankind not only the means of combating and preventing diseases, but the methods also of diagnosing them. The detection of specific infections like typhoid and tuberculosis by a naked-eye examination in a locality where test tubes and culture media are unavailable is one of the triumphs of modern research.

The Widal reaction for determining the presence of the typhoid bacilli in the human blood formerly required a microscope and an expert to carry out the test. To-day this reaction may be observed in a test tube with the assistance of no instrument other than the naked eye.

Recently science has developed a simple means of diagnosing tuberculosis in an infected patient. That insidious disease which steals over the victim and half destroys him before he realizes his affliction, can now be detected in its incipient stage by the ordinary practitioner. The test is known as the ophthalmo-tuberculin reaction. The doctor drops a one-per-cent solution of purified tuberculin into one eye of the suspected patient, the other eye serving as a normal for comparison. The reaction which occurs in the eye of a tuberculous patient is manifested by redness, lacrimation, and some discom-

fort. This usually becomes manifest from three to ten hours after applying the tuberculin.

The value of the test lies largely in its simplicity. For the country practitioner miles removed from the bacteriological laboratory needs neither microscope nor a command of any particular technique to carry it out. The work is easily within the range of every physician. The numerous investigations and several contributions on the subject both in France and Germany are, on the whole, favorable as to the probable value of the test.

The importance of the ophthalmo-tuberculin reaction is not to be underestimated. Tuberculosis is a dread disease. Discovered early enough it yields to treatment in an increasingly large number of instances. Discovered too late it is well-nigh-impossible to stay it. Hence the significance to mankind of any method which assists in its early detection.

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#### SWIMMING WITH THE TIDE.

The recent period of financial and industrial depression is fraught with meaning to every aspiring drug clerk. During the past few years the young pharmacists of this country have been noticeably restless. Inspired doubtless by the general prosperity, every subordinate in the store has had his eye on a proprietorship. It is an ill wind which blows no good, and the recent financial flurry, if it does nothing else, ought to serve as a wholesome check on the clerks' megalomania.

The last few years of industrial expansion saw a host of druggists start in for themselves. Money was plentiful, credit easy, and the result was that a clerk of any standing could get backing for a new store. Pharmacies sprang up in the night. In the large cities their frequency verily led the layman to exclaim, "Where do all these drug stores get their business?" Now the day of reckoning has come. The lad who started in for himself without anticipating the possibilities of a financial stringency, and without actually owning the business, is pretty apt to find himself the victim of a remorseless banker or a hard-pressed jobber.

Of course the drug trade is peculiarly protected. People must have medicine, and, thank goodness! druggists are not dependent on a precarious market like the liquor dealers. But while the *BULLETIN* is honestly optimistic about the situation, and feels that the drug trade has nothing to fear, it can't refrain from a word of caution to the clerk. Let this be a



lesson to the young man who would go into business for himself without ample cash. True, many have succeeded in such a venture, but woe to the fellow who gets caught in a panic with nothing but the good-will of a local banker or a friendly jobber to help him out.

At present every money-lending institution is drawing in the reins. That fact should in itself convey a wholesome lesson to every aspiring clerk. Let him look out for the cars. Financial depressions are always a possibility, and no one should start in for himself unless he is in a fair way prepared for the unexpected and has the money in hand.

#### **"MY BEST ADVERTISING SCHEME."**

Last month we announced a new prize offer in the BULLETIN. We asserted that \$2.50 in cash would be paid promptly for every accepted contribution describing "My Best Advertising Scheme." We explained that we did not want mere advertisements, however good. We are after advertising *plans* and *methods*—such things as special offers, window contests, prize schemes, "opening" days, and the like. And we want schemes which have proved to be winners.

There are three requirements to be observed: (1) Describe the plan with sufficient detail so that others will have no trouble in duplicating it. (2) Send along whatever printed matter was used to exploit it. (3) Tell what the results were.

Let us hear from you if you have anything good to offer. Several contributions have been received and we shall begin in the new department next month.

#### **SHALL WE CONTINUE THEM?**

In this issue of the BULLETIN appears the last instalment of an examination paper given by the Ohio Board of Pharmacy, together with answers prepared by Mr. John Helfman at the request of the editor. This new feature of the BULLETIN was begun in January and was something of an experiment. We should be glad to know whether our readers would care to have us continue such questions and answers, based upon board examinations, and it would please us to hear from them on the subject if they are interested. If we feel warranted in doing so we shall establish a regular department and thus make the feature a permanent one, but in this as in other things we must be guided by the desires of our subscribers.

## **THE OBSERVER'S COLUMN.**

The Observer isn't a prude. He doesn't remember that any one ever called him "an old woman." His sensibilities are not developed much beyond the age in which he has chosen to appear upon earth. But there are many things which offend his normal sense of decency, and some of his pharmaceutical friends occasionally perpetuate offenses which bring insult to his nostrils.

Only the other day, for instance, the Observer saw an exhibit in a drug-store window in an Eastern city which filled him with disgust. Souvenir post-cards were the subject of the display. They were skilfully distributed about the window. For the most part they were attractive cards. But some of them were positively indecent, and the Observer doubts if the government would have permitted them to pass through the mails.

And worse than all, two or three youngsters (and youngsters are too worldly wise in this day and generation) were looking in at the cards as the Observer stopped before the window, and they were nudging each other and covertly calling attention to the suggestive pictures within. A nice spectacle, wasn't it? How gratifying to a man who has a high regard for the dignity of pharmacy and pharmacists!

Nor was this the first time that the Observer had seen similar exhibitions in drug stores—either in windows or on the show-cases inside. For the sake of Decency and Self-respect, can't we leave things of this kind to the shops on the Board Walk in Atlantic City?

And while the Observer is about it he would like to express his opinion that the pharmacist's window is no fit place for the display of such articles as suppositories, urinals, and bedpans. People who need these things know where to go for them—they are not kept by the confectioner or the butcher. The public exhibition of them will not increase their sale noticeably, and even if it did a sense of modesty should prevail to keep them out of the window. To flaunt them in the faces of passers-by is to trample upon instincts of refinement which every man ought to respect in himself and in others.

And yet how frequently does the Observer see exhibits of this kind!

## PROFITS AND EARNINGS.

### A GOOD SHOWING.

The druggist who conducts a pharmacy in a town where the doctors dispense will be particularly interested in the publication and criticism of the following statement. The figures represent the operations of a Michigan druggist who enjoys no prescription business. The doctors in the town carry their own pharmaceuticals. This proprietor handles a general drug line, cigars, and stationery, and usually commands a good holiday trade. His statement reads as follows:

Inventory January 1, 1906 .....	\$ 4,100
Inventory January 1, 1907 .....	4,300
Sales .....	10,106
Merchandise purchased .....	6,650
Net cost of goods after subtracting discounts.....	6,545
Expenses, including freight and salaries of proprietor and clerks .....	1,904
Gross profits .....	3,761
Net profits .....	1,657

Mr. Blank does almost a cash business. His loss on book accounts does not exceed one per cent.

For a store which receives no prescription business this is an unusually good showing. A net profit of \$1657 over and above the proprietor's salary would be very acceptable even in a store which enjoys the patronage of the doctors. Figuring the owner's salary as ten or twelve hundred dollars a year, his total income is \$2657 or \$2857, as the case may be, which is pretty fair for a business amounting to \$10,106 a year.

The item of freight, as we have declared on previous occasions, should be charged to merchandise purchased and not against the expenses, because it is properly a part of the cost of the goods. The purchases amounted to \$6650, and goods to the extent of \$200 went into permanent stock, as indicated by the difference in the annual inventories. Evidently the buying was carefully done or the accumulated stock would have exceeded this sum. Subtracting \$200 from the goods purchased, \$6545, we have \$6345 worth of merchandise actually sold over the counter. This brought \$10,106 in sales, allowing a gross profit of \$3761. The correspondent, however, failed to subtract accumulated stock from goods purchased in determining the amount actually sold.

Dividing \$3761 by the sales we find that the percentage of gross profit amounted to 37. Dividing

\$1904 by the sales of \$10,106, to discover the percentage of expense, we find the figure to be about 19. This is a low rate of expense. The economy exercised in running the business explains the good income of the proprietor, as the gross profits are not especially large. Subtracting the percentage of expense, 19, from that of the gross profits, 37, we find the net profit amounts to 18—a high figure under any circumstances.

## PERSONAL.

### ANOTHER PICTURE OF DR. WALL.

The personal sketch of Dr. Otto A. Wall contributed by Dr. Whelpley to the February BULLETIN has attracted considerable interest. Under the



DR. OTTO A. WALL.

circumstances we are moved to print another picture of the Doctor, which has reached us since the publication of the February article. Dr. Wall is seen seated in the drawing-room of his fine old residence in St. Louis, and the piece of statuary behind him suggests the extent to which the house is embellished with works of art of every kind.

### HENRY HEIM.

Henry Heim, of Saginaw, is one of the well-known druggists of Michigan. He was a member of the State Board of Pharmacy for two terms, and hundreds of clerks and druggists throughout the State are consequently acquainted with his signa-

ture on their registration certificates. He is a familiar figure also at the annual meetings of the State Association. Mr. Heim is associated in the retail



HENRY HEIM.

drug business with his brother in Saginaw, and both men are graduates of the Department of Pharmacy of the University of Michigan.

#### A "SNAPSHOT" OF PROFESSOR REMINGTON.

The exceedingly interesting picture of Professor Remington shown in the accompanying reproduc-



Professor Remington at the A. Ph. A.

tion was "snapped" under peculiar conditions at the last meeting of the American Pharmaceutical Association. The members were on a river steamer

bound for Coney Island. Amateur camerists were everywhere. Several kodaks were aimed at Professor Remington, but none had any particular success in getting him until O. W. Bethea, of Meridian, Miss., had a happy inspiration. Professor Remington and a friend were leaning against the back of a bench, and getting around behind them Mr. Bethea suddenly exclaimed in a very unsuspecting and conversational tone: "Oh, Professor Remington, look here!" The Professor turned to look. Mr. Bethea coolly snapped the button and said, "Thank you—that's all."

#### A PROMINENT TEACHER AND CHEMIST.

Every pharmacist who received his training in the Albany College of Pharmacy, and who consequently sat at the feet of Prof. Willis G. Tucker,



DR. WILLIS G. TUCKER.

retains a vivid impression of the virile and magnetic personality of the man. Teachers are more than fine buildings or lavish equipment, and that individual is fortunate who came under the influence of Dr. Tucker during the formative period of his life. He received a clear and inspiring conception of chemistry which it would be difficult to secure elsewhere, but, more than that, he was vitalized with ambition and made to hunger after honor, success, achievement.

Dr. Tucker has been the Professor of Chemistry in the Albany College of Pharmacy ever since the organization of the school in 1881. He has occupied the same chair in the Albany College of Medi-

cine during even a longer period, and for many years he has also been registrar of the latter institution. As a chemist he is one of the most prominent in the country, and he has filled many positions and offices of importance. He was State Chemist in New York for many years. His private chemical practice is very large, and his services are frequently in demand as an expert witness in medico-legal matters. Along with his other accomplishments Dr. Tucker is a keen student of literature, and his occasional addresses on educational and other topics are graced with a literary charm which points to many hours spent with the masters of the written language.

#### DR. KEBLER ADVANCED BY THE GOVERNMENT.

Dr. Lyman F. Kebler, head of the Drug Laboratory in Washington, has recently received a well-deserved promotion. His laboratory has been raised to the rank of a division in the Bureau of Chemistry of the Department of Agriculture, and his salary has been advanced from \$2750 to \$3000. This puts the Drug Laboratory on an equal footing



DR. LYMAN F. KEBLER.

with the Food Laboratory. Dr. Kebler has done a good deal of work in connection with the food and drugs act. He has examined the medicaments which have been under suspicion by the Board of Food and Drug Inspection, and he has likewise aided the Commissioner of Internal Revenue in the latter official's effort to make liquor-containing proprietaries stand out in the open.

#### REGARDING DRUGGISTS AND MAYORS.

During the last few years a surprising number of American druggists have proved their standing in the community by election to mayoralties. Among other instances that might be cited, if this



W. W. TODD,  
Ex-mayor of Jackson, Michigan.

article were intended to cover the subject with statistical completeness, are two prominent pharmacists in Massachusetts who are at present standing at the head of their respective municipalities. In Michigan Mr. W. W. Todd, a successful pharmacist in the city of Jackson, has not long since retired from a three years' occupancy of the mayor's chair.

Mr. Todd, be it said, stirred up things during his tenure of office. He kept the municipal affairs of Jackson moving. Among his other achievements he restored the credit of the city, improved the conditions with respect to the Board of Health and sanitary matters generally, closed up all the gambling places and houses of prostitution, and saw to it that the liquor laws were enforced and that every liquor dealer operated under a State license as well as under immediate police jurisdiction.

Mr. Todd is the active member of the firm of Waldron & Todd, whose prosperous store is located at 130 and 132 Main Street East in Jackson—a city of about 30,000 inhabitants. Recently Mr. Todd has greatly interested himself in the subject of pharmaceutical legislation, and he will doubtless be heard from before the biennial session of the Michigan legislature convenes at Lansing next year.

## THREE LIVE PAPERS ON POST-CARDS.

Useful Suggestions from Men Who Have Made a Success of this Popular and Profitable Side-line—  
The Importance of Attractive Displays—Pointers on Buying—Methods of  
Exploitation—What Cards Have Proved the Most Salable.

Souvenir post-cards have become one of the most profitable side-lines in the drug store. It is really quite remarkable how the drug business has in so short a time developed a new department which in advertising and money-bringing value ranks with the soda fountain, and which in the hands of many druggists surpasses it. The author of one of the following articles declares, too, that post-cards have brought him more profit than his cigar business. It is evident that souvenir cards should interest every druggist who is on the lookout for successful side-lines. They sell easily; they bring people to the store; they involve but a small investment. Not infrequently they are sufficient in themselves to pay the rent. The three druggists whose contributions on the subject we are printing this month have all of them made a distinct success of their post-card departments, and their suggestions will be read with profit and value.—THE EDITOR.

A. L. REMINGTON,  
Silver Springs, N. Y.

There is more profit in selling a thousand post-cards at two for a nickel than in handling a thousand good five-cent cigars, and the investment is



A. L. REMINGTON.

much less. This is startling but true. There is no other side-line in the drug store for which every person who enters is a possible customer.

I shall give you my actual experience and the way in which I handle post-cards. During the summer months we have quite a transient trade from people who are changing cars here on their way to a summer resort, a few miles away. The

rest of the year we depend largely on our home population. However, we sell as many cards in winter as in summer on account of the special days, such as Christmas, St. Valentine's day, etc.

### METHODS OF DISPLAYING CARDS.

My store is in sight of the Union Station, and I have a large sign out on the corner which can be seen as passengers get off the train: "REMINGTON'S PHARMACY. SOUVENIR POST-CARDS, 2 FOR 5c."

I had a frame made and covered it with glass. This case fits an odd space just outside my door. It is 4 feet 6 inches high and a little over a foot wide. It is held in place by screws, is easily taken down, and will display over twenty cards with prices. I change the assortment frequently and try to exhibit timely subjects. About ten days before Easter I put holiday cards in the frame, and follow the same procedure on any other special occasion. The rest of the time I keep it filled with local views and birthday cards.

I have tried several kinds of racks for inside display and have finally adopted the easel style. Those which I use are made of tin and copper wire. They are very light and hardly any of the rack shows when they are filled with cards. They have twenty-five compartments, each one of which holds about twenty cards. I have a string of these racks set end to end on top of my silent salesman show-cases and they only take up nine inches of space from back to front. They are not so high but that anyone behind the counter can see over them.

This style of rack has many advantages: First, any number of people can look at the cards at once without incommoding each other. Secondly, the customer has a large number of cards before him at once. Frequently I have seen a customer go along the line and pick off card after card, perhaps fifteen or twenty, when I know from experience that they would not have taken more than two or four from any other kind of a rack. Thirdly, they are light and compact and can be moved to any part of the store or put into the window. Fourthly, with these racks the cards can be classified easily. Local views can be put upon some of the frames, foreign or birthday cards upon others. In the fifth place, the cost of the racks is small. I secured mine from a stationery jobber and paid ninety cents each



This photograph was recently taken in the pharmacy of H. F. Steinert of Milwaukee, and it indicates the extent to which Mr. Steinert has made capital of the post-card business. He carried souvenir cards when the industry was in its infancy, and he has constantly pushed the line until he now has the best post-card trade in his locality. He has a large assortment of all imaginable varieties, and his main source of supply is the E. C. Kropp Co. of Milwaukee. Mr. Steinert has made the line a profitable one, and he believes that wide-awake druggists should lose no time in putting in a stock of local views and miscellaneous cards.

for them. Special-day cards I always put on separate stands, and I use price marks everywhere.

Although I make frequent window displays of new cards, I do not attempt anything out of the ordinary, for I find that a window full of new cards displayed on my regular racks without any further elaboration attracts much attention. As I said before, I am always particular to display prices in the window.

I furnish pen and ink, and would sell stamps if we were not next door to the post-office, where everything has to be mailed. I use the newspaper when I have something unusual in the card line to

talk about, such as a new lot of local views, New Year and St. Patrick's day cards, etc.

#### SUBJECTS AND PRICES.

Now as to what we handle. I do not sell "comics" for various reasons: They do not add dignity to the rest of the stock, and the sight of them is apt to offend a good customer. My best sellers are local views, streets, schools, churches, factories, and near-by summer resorts. Most of my local views are German work. I buy a thousand of a subject, and pay \$7.50 for the best black and white cards and \$10 for the best colored work. I think it well not to have too many of your local views colored. Streets, streams, and trees lend themselves to such treatment, but for ordinary buildings I prefer the black and white. I could get a lower price by buying three or five thousand of a subject, but I prefer to get one thousand, and when that is gone get some modification of the same picture. In this way my stock is left new and attractive.

There are always some subjects which are slow sellers but which one must have. No one wants a thousand of such cards made, so I collect ten or more slow sellers and have 250 of each made. This is American work. It costs a little more in such small lots, but I can still sell two cards for five cents and make a fair margin without having much money tied up in slow stock. I sell birthday post-cards, the prettiest I can find, and they go fast. I pay on an average \$10 a thousand for such cards and from \$7.50 to \$12.50 for those bearing flowers, "Best wishes," a stork announcing births, "Congratulations," etc. I find these good sellers. I sell colored cards from everywhere. People buy them for collections or to mail to friends. If I order them from an importer and specify the subjects which I want, I have to pay about \$10 for them, but I can often pick up an odd thousand of a jobber and get good sellers for five or six dollars. For most of my special-day cards I pay from \$7.50 to \$12.50 a thousand. All of the cards which I have mentioned so far I sell 2 for 5 cents.

#### HOLIDAY CARDS OF VARIOUS KINDS.

In addition to these, I get a few hundred better cards at seasons like Christmas, Easter, or Thanksgiving, and sell them at 5 cents each. For these I pay about \$2.50 a hundred.

I seldom have many of these special-day cards to carry over. The essential thing, I find, in this class of cards is to keep them well displayed. I



buy about 1200 Christmas, 400 New Year, 500 St. Valentine, 200 Washington's birthday, 200 St. Patrick, 1000 Easter, and 500 Thanksgiving day cards.

My total sales are about 15,000 cards a year, and it is an easy matter to figure my profit on that number. My constant investment is about one hundred dollars. This town has only one thousand inhabitants, and there is one other place handling cards.

#### NATHAN A. COZENS, PH.G.,

Philadelphia, Pa.

In my opinion the souvenir post-card line is one of the best at the present time, and I think it is still in its infancy. I have found post-cards a most profitable investment, and am now selling a great many. It needs very little attention; the cards be-



NATHAN A. COZENS.

ing on exhibit, customers make selections without much care on our part.

#### QUALITY IN CARDS.

I am particular to carry a high-grade, clean stock, with desirable coloring. The prices range from \$7.50 to \$25 a thousand, only a few being above this figure. Five cents is the popular price with us for a card, and we carry a large assortment in city views, birthday, and fancy or flower cards at that price. There is one class of cards with which we have not been successful—the love card. I have discontinued it because of no sale.

I find colored thread views the best sellers with birthday cards. As a good second we handle the various holiday cards, such as Christmas, New Year, Valentine, and Easter subjects. When we sell these, we clear everything else away in the card line and give all the space to the one kind. Just now we have on display a great variety of valentines comprising post-cards, sentimental and comic, fancy lace valentines, drops, booklets and celluloid novelties, ranging in price from 1 cent to \$1.

#### DISPLAY METHODS.

I endeavor to display these goods to the very best advantage. It pays. I have two good windows, and I have noticed that a large display of pretty cards will attract more people than the same window full of medicines; hence I show them cards for a week every month. I use wire racks for the background, and with a slanting bottom the effect is good. I use two revolving racks on the showcase back of the window which is viewed from the interior.

I have never advertised the line in any way, but I am satisfied that judicious publicity would increase my sales in this direction.

I have a P. O. station, and of course sell stamps in any quantity. If I did not have the station I should still furnish desk, pen and ink. With a post-card-loving public such favors are appreciated and go far toward selling the goods.

I give Mr. George S. Carrington credit for having started me in the business. He is the man who showed me the way to make easy money on the cupid card.

I consider there is a good field for the druggist in the card line. It is adapted to the store, and with the great variety of subjects one can always make a good display without a great expenditure.

#### E. C. BENT,

Dell Rapids, S. D.

Permit me to say first of all that I believe the postal-card industry has come to stay. Every up-to-date, wide-awake retail druggist should have a well-selected, clean stock of postal cards. I was one of the many, a short time ago, who thought it was a "fad" and would soon disappear and be forgotten, or be remembered, if at all, by the harm it had done.

But I have changed my mind. Cards are of value in more ways than one. They are not only

a profitable side-line, but they are valuable as an advertising medium. They bring many people into your place of business, and frequently lead to other purchases.

#### CARDS ARE EDUCATORS.

From a moral standpoint they are either debasing or uplifting, for as surely as men and women are known by the company they keep, more cer-



E. C. BENT.

tainly is the dealer's real character estimated by the class of postals he sells. They are an educator, and I will venture the assertion that the young people of our country become better acquainted with the nation's geography through the postal card than they do through the public school. How wonderfully beautiful America is being portrayed through this inexpensive medium! Local views testify to the thrift and prosperity of the country.

They inspire a desire for still greater knowledge of our varied industries and innumerable avenues open for commercial activities and investment. Then again the postal brings our people into closer touch with one another. Letter-writing takes too much valuable time. An illustrated postal with a word of greeting is more frequently sent, and in this way the friends and dear ones are more often remembered and made happy.

#### MAKES 75 PER CENT ON HIS INVESTMENT.

But I am digressing somewhat from the inquiries you propounded. I have found that I make a good 75 per cent on my investment. Every dealer can dispose of accumulated and unsalable stock for at least cost; and if one can't do that, he can turn it into a source of profit by printing or writing some message regarding bargains at his store and mailing the cards to his customers or possible patrons.

I have never attempted any special newspaper advertising for postals for the reason that, like our good sisters, "they need no eulogy, they speak for themselves." Display racks on the show-cases in the front portion of the store, and, at special times and seasons, a good assortment in ordinary long card racks, hung in the windows, have been my custom. The public soon learns to know where the good assortments are kept on sale. In this day and age a drug store without postals is a rare thing.

The number of cards sold is quite large in the aggregate. Although, like much of the drug-store business, individual sales are small, they are valuable nevertheless. Residing in a small village where the post-office is convenient to all, we do not enrich ourselves with the sale of stamps.

## A BEAUTY QUESTION.

By G. HOWE.

On looking through a magazine,  
I found much food for thought.  
Three firms there were each claiming that  
From them was beauty bought.  
The first by words quite medical  
Implied that I was ill,  
Then ended up by telling me  
To try their liver pill.

Another made me jealous quite,  
Such beauty it described,  
And said: "In blood the secret is,  
To get it purified."

A third most modestly held out,  
For homely people, hope—  
"Beauty is yours! Use Peachlet Bloom,  
Our new complexion soap."

So what I want to find out now,  
Is which should I believe?  
It seems there must be somebody  
Who's trying to deceive.  
If Venus gave you lovely cheeks,  
Due praise you ought to give her.  
If not, what would you monkey with—  
Your skin, or blood, or liver?

## MELVIN STICKNEY'S LITTLE GAME.

He Was a Patent-medicine Faker, and He Laid Siege to the Heart of a Woman Druggist with Money—It All Ended Very Dramatically and Rather Sadly for Melvin.

By ARTHUR L. BUZZELL.

"But somehow," continued the Village Pest, "I never get to thinking about old Bader Thompkins but what my mind runs onto his nephew, Melvin Stickney, the marble worker, and the time that Mel and I started off across the country with that sovereign remedy, 'Dr. Von Himmelstein's Celebrated Indian Blood Purifier.' I don't remember whether I have ever told you about that Blood Purifier or not, but if I haven't ——"

"Merciful Maria!" cried the druggist. "Dr. Von Himmelstein—that name rings in my ears when I sleep! If I have heard about that fake once I have ten thousand times."

"We struck Trevino along about June 31, shortly after supper," continued the old man, not in the least disturbed and tapping the floor with his cane meditatively. "Fine evening, I remember, in spite of the fact it was raining. I let Melvin out at the local pill exchange to get a Seidlitz powder while I steered the old horse over to the best hotel and got him in where it was warm. After a good feed 'a horseradish and pickled pig's-feet, I lit my pipe and sat down and listened to a learned theological discussion between Pegs, the shoemaker, and Pig-iron Pete, who drove team for Reynolds the coal man. One hour—two hours—three hours passed, and no Melvin!

"However, I wa'n't worrying none. I flattered myself that I was wise to the situation, knowin' Melvin, and between puffs I formed a conjecture or two which, later, I had ample opportunity to confirm.

"Well, we didn't open up for business in Trevino. Melvin did not have time. He was too much interested in the female druggist he had found in charge of the pill shop.

"She wa'n't much to look at—just a common, every-day old maid with a neck like a giraffe's, cheek-bones like a Chinaman's, waist not bigger'n a wasp's, and chest as flat as a snow-shovel. But she had carriage and a plenty of it; she was as high and mighty as a chambermaid promoted to a duchess; and looking at the matter by the light of

years gone by, I think that it was this here band-master attitude of her's that fetched Melvin.

"At any rate he took a shine to her right off'n the reel; and when he found out that the drug store that she ran was really and truly her'n, that she had the papers to run it, that in addition to the store she owned a snug little house and lot where she lived with her old mother, who might be expected to check out any time, that she was up on how to darn socks and bake beans and down on Browning and Walt Whitman, and that her name was Colista—when he found out all this, Melvin must have said to himself: 'This here is good enough for me!'

"And with Melvin to think was to act!

"It's a peculiar fact that a man always wants to do just what he ain't doing. If he's set in a place, treading along at a steady grind, he wants to get out and thrash around; and if, on the other hand, he's out chasing some dollar will-a'-th'-wisp from pillar to post, never knowing to-day what to-morrow is going to bring forth, he gets a longing after awhile that gradually grows to a mania to light somewhere, settle down, and stay there. Even a patent-medicine man gets full a' home microbes at times, especially in the fall, when it's instinct to put punkins, rutabagies, and potatoes into the cellar, kill a pig, and bank up the house.

"The old maid didn't kick. Girls, no matter how old, like to be edged up to by soldiers, conductors, baseball players, show-people, and patent-medicine fakers. It's the regalia and the assumption that ketches 'em, I guess.

"At first I didn't mind, not fully comprehendin'. If Melvin wanted to rest up a little after a strenuous campaign, and by way of recreation amuse himself by being nice to the old lady, why, that was his business, and her's—certainly not mine. But after three weeks of checker-playing with the landlord I commenced to get a little restless, and one night after the corks had blowed out of all the Dr. Von Himmelstein that we had on hand I got to thinking the matter over a little, and the real seriousness of the situation came to me, all at once.

I filled my pipe and took to the hills to meditate. Melvin must be rescued. I needed him worse'n the old maid did. She had money in the bank—I didn't.

"Next morning I strolled over to the telegraph office, and when there wa'n't nobody looking I hooked three blanks and three envelopes: this was the beginning of my campaign. Next I looked up three promisin' kids and gave each of 'em a dollar, a telegram, and some instructions. Then I goes over to the drug store and sets down to read the morning paper. Of course Melvin was there; he almost lived there; and he and the old girl was busy as two turtle-doves rearrangin' some hair brushes, lamb nipples, and hoss syringes in a show-case. While it wa'n't intended for my ears I nevertheless couldn't help hearing what they said. Melvin was telling her about Anthony Comstock goin' over into Egypt, getting stuck on Cleopatra, and how he stayed and stayed, spellbound, when he ought to ha' been crossin' the Alps; and Colista came right back by saying that she didn't blame Cleopatra, not one bit, for wanting Tony to stay—that is, of course, if he was a real nice man and could play croquet.

"It seemed a sin to break in onto this, sure's you're a foot high it did, and I had just begun to repent and feel sorry and figger how I could push back the three streaks a' greased lightning that were on the way, when in pops kid No. 1. Up to Melvin he bristles like a little banty rooster.

"A telegram from yer wife, mister," he said.

"Well, sir, it was worth a dollar of any man's money to see Melvin's face. First he turned as pale as a paper collar; then the blood surged back and he reddened up redder'n any noble Red Man that ever stood outside of a cigar store; then he got gray and sick looking. Once he tried to speak, but no noise came out.

"What's that?" asked Colista, her eyes gradually gettin' bigger, like soap-bubbles, and her Adam's apple working.

"A telegram from his wife!" yelled the boy defiantly, and tossing the envelope onto a show-case the little rag-muffin went out.

"Mr. Stickney, explain this!" demanded Miss Colista, drawing herself up stiff-like.

"Why, there's really nothing to explain," said Melvin as quietly as possible. 'Some kind of a mistake has been made, that's all. Of course it puts me in a rather embarrassing position, but

there's really nothing to it. Very likely the boy took several long leaps at a conclusion; he could have no way of knowing who the telegram is from. In all probability it is from one of my patients. Open it and read it.'

"The old maid ripped open the envelope, unfolded the paper, and read aloud: 'My Dear Husband—Better come home at once. Minnie.'

"Melvin snatched the message from her hand. He was, I think, the most astonished man that I ever saw in my life.

"It's a lie! An infamous lie!" he roared. "I haven't got a wife in the world—never had one! It's a mistake, some big mistake!"

"Well," said Colista, a bright spot burning on either cheek, 'until you can clear up this matter I shall have to ask you never to speak to me again.'

"Right here in pops kid No. 2.

"A telegram for you, sir," he said with a grin.

"Melvin took this one without comment and opened it mechanically, being dazed like.

"Better come at once—Bad case—Hatcher," he read.

"Hatcher—Come at once—Bad case. What does it mean?" demanded Colista.

"Melvin sat down and tried to think. Clearly, it was up to him to say something—to explain. But how could he? The whole thing was as much a mystery to Melvin as it was to anybody—perhaps a little more so. But something had to be said; silence was confession.

"That first telegram I don't know anything about, Colista," he said at last. 'It's Greek to me. All that I can say—and I say it upon my honor as a gentleman—is that I have no wife. Believe it or not,' he said, springing to his feet, 'it is gospel truth!'

"Now that was the proper move, that defiant declaration, and it was convincingly made, too. Had Melvin taken the same kind of a stand regarding the more vague second message he might have carried the day and my planning might have been in vain. But he didn't. The tendency to explain got away with him.

"This second telegram I can understand," he continued, lying like a pirate. 'It is from a man named Hatcher at Swartzville whom I have been treating for tapeworm. He is probably frightened by results and wants me to come at once. I shall not do so, however, until—'

"In came kid No. 3, interrupting him.

"'Another telegram, boss!' he yelled, rushing up.

"Melvin grabbed it with a threatening face. He was becoming desperate.

"'Let me read it!' demanded Colista, snatching it from his hand. She broke the seal and held it before her.

"'Twins—Congratulations—Doc. Hatcher!' she screamed. 'Oh, you base, deceitful man!' she shrieked, throwing the paper into his face.

"And, say, the way she lit into Melvin was a caution to snakes! I don't think the man ever lived that got a worse tongue-lashing than 'Doc' Stickney did that forenoon. If he'd only been in his right senses he'd ha' seen right then and there what he'd missed, but he wa'n't. He tried to ex-

plain, to parley, to fix up, but she wouldn't hear it—nay, nay, Natalie. And as a grand finale he was forcibly ejected from the store by five natives who came rushing in, attracted by the old girl's parrot-like screaming.

"That night we hitched up old Lazrus and took the back track to Powder-Horn Crossing, arriving there at noon the next day. After dinner—which he didn't eat—Melvin wended his way to the photograph gallery, and starting with the statement that 'he'd teach *some* people to send telegrams,' he mauled poor little Tin Types till he squealed like a pig.

"And to this day he thinks he soaked the right man!"

## A LEADING PRESCRIPTION BUSINESS IN BOSTON.

**That of Melvin & Badger at 43 Temple Place—A Firm with a Historic Career—Altogether 600,000 Prescriptions have been Prepared, and 10 Dispensers are Now Employed—There is a Store Force of 22 People and a Stock of \$40,000.**

**By HARRY B. MASON.**

One of the largest and most successful prescription pharmacies in the United States is that in Boston which still does business under the name of Melvin & Badger—although both Messrs. Melvin and

historic and commercial value, particularly in a conservative city like Boston. The store is located at 43 Temple Place, half a block or so from Boston Common and right in the heart of the retail district.

### A "LEGITIMATE" BUSINESS.

The Melvin & Badger business is almost purely professional. There are no cigars. There is no stationery. No candy is kept except in the form of a few choice boxes. The traditional soda fountain may be seen at the left as you enter the store, but no effort is made to develop the soda trade. A fine line of toilet soaps, sachets and perfumes is carried, however, and particular emphasis is placed upon the more choice foreign brands. For the rest, the stock comprises an ample assortment of sick-room supplies, hospital goods, sponges and medicaments of every sort demanded by physicians and laity. Despite the fact that the trade is "legitimate" in character, there is something like \$40,000 worth of goods in the store, and a force of twenty-two employees is required to transact the business.

Of course the backbone of the establishment is the prescription business. The store was founded in 1831, and throughout its really historic career it has always been distinguished for its prescription services. At the present time there are ten prescription



Edwin P. Burleigh, Ph.G., senior member of the firm of Melvin & Badger.

Badger went to their permanent rest many years ago. The present owners of the business are Edwin P. Burleigh and Arthur H. Chase. The old firm name is maintained for obvious reasons—it has a distinct

clerks, while three messenger boys are kept constantly on the go in delivering prescriptions to customers. The "best" families in Boston and many of the leading physicians have always been patrons of the store: living miles distant in many instances, they use the telephone with great frequency, and two instruments are kept pretty well engaged all day long in receiving orders. When I visited Boston in January the total number of prescriptions dispensed by the house had reached the gratifying figure of nearly 600,000.

#### THE ORIGINAL PRESCRIPTION ALWAYS RETURNED!

Among many other interesting features of the prescription business there are two in particular which deserve comment. In the first place, in accordance with the almost universal practice in Boston, the original prescription is invariably returned to the customer. Copies of all prescrip-



Arthur H. Chase, junior member of the Melvin & Badger firm.

tions are made in large books used for the purpose, and two of these books are employed at a time so that two clerks may work concurrently in recording prescriptions. One book is started 5000 numbers ahead of the other in order to avoid any confusion in the numbering system, and in each case the clerk who dispenses the prescription is the one who copies it in the book.

It is usually argued, and with much force, I think, that the pharmacist needs the original prescription for his own protection in the event that litigation should develop. I asked Mr. Chase what his views were on this point, and he replied that Melvin &

Badger, throughout the long history of the firm as prescriptionists, had never experienced a single instance of embarrassment. Never had any legal trouble arisen over the dispensing of a prescription, and never had it been necessary for the house to defend itself against prosecution. He furthermore contended that the system of copying all prescriptions in books resulted in a much neater record—a point which of course cannot be gainsaid. Asked why it was that in Boston alone the practice was followed of returning the original prescription, Mr. Chase replied that it was probably due to the fact that Bostonians are great travelers and frequently need to keep their prescriptions in order that they may have them refilled elsewhere—although this does not constitute any valid reason why a copy wouldn't serve the same purpose.

#### AN "OPEN" PRESCRIPTION DEPARTMENT.

The second respect in which Melvin & Badger run somewhat counter to prevailing notions in pharmacy is seen in their employment of an "open" prescription department—although a few leading pharmacists throughout the country have adopted this method of late years. The prescription department occupies the lower half of the right side of the store, and every dispenser works in full view of patrons. Mr. Chase said he had never found that customers took advantage of the opportunity to disturb prescriptionists by talking to them; neither did he take any stock in the argument that an atmosphere of mystery ought to surround dispensing operations. On the contrary, he believed that the public was very much interested in prescription operations and he declared that an open prescription counter was an excellent advertisement.

The prescription counter, although beginning half way down the right side of the store, reaches into the large back room, and there we find facilities for manufacturing operations. The visitor on going into this room sees quite a library of pharmaceutical and chemical books, and as he watches the operations of the dispensers, glances at some of the prescriptions, and observes the routine for an hour or so, he finds many unusual things to interest him. The Boston people, as has already been remarked, are the greatest travelers in the country. Then, too, many people from abroad are constantly visiting Boston, and the result is that prescriptions from all countries and of all kinds float into the establishment. Among the dispensers are a Frenchman and an Armenian, while one or two of the other men

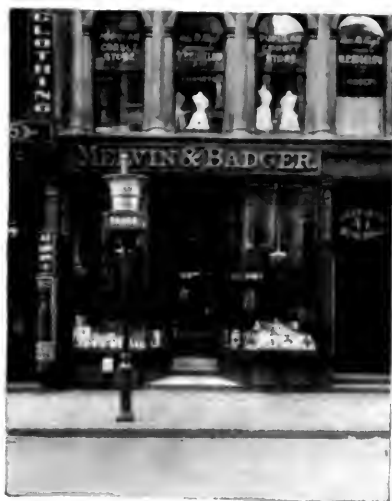


speaking German fluently. One Armenian prescription was shown me as I watched the dispensers, and I must confess that it would have embarrassed me seriously had I been called upon to compound it myself.

#### FEATURES OF THE PRESCRIPTION DEPARTMENT.

In front of the dispensers, as they work at the counter and face the interior of the store, are two or three shelves containing the drugs and chemicals most frequently needed in prescription work, while on the shelves behind them is the usual stock of galenicals. In the center of the latter series of shelving is a glass-covered section devoted to rare chemicals and alkaloids—things infrequently called for. Most of these are in small containers, and altogether the case probably has several hundred bottles. The shelves on one side bear numbers, those on the other side bear letters of the alphabet, and by means of these keys any particular article is easily located from the book index which is always kept in a little niche in the center of the case. The remainder of the stock in the store is indexed on cards.

In a store which must carry so large a stock and so varied an assortment, while at the same time being rather cramped for room, it is necessary to use the space to the uttermost. In many instances I found on the shelves in the dispensing department a number of wood boxes provided with buttons in



Exterior view of the Melvin & Badger pharmacy at 43 Temple Place, half a block from Boston Common and right in the heart of the business district.

front so that they could be lifted down: each box contained perhaps half a dozen, perhaps a dozen, small bottles of pills, tablets, or possibly rare chemicals and alkaloids. The front of the box of course



Interior view of the Melvin & Badger pharmacy. A force of 22 employees is utilized, and a \$40,000 stock is carried.

contained an index of the contents. Then, too, I saw a section of shallow drawers containing bottles of pills laid flat down with the labels facing the clerk as he opened the drawer.

#### A PLACE FOR FINISHED PRESCRIPTIONS.

A practical system is used for laying prescription mixtures aside until customers call for them. Where so many are dispensed throughout the day, and where time is so valuable, it would not do to follow the ordinary hit-and-miss method of simply putting all the prescriptions together on a shelf and then picking them out when customers returned. Thus we find at the front end of the dispensing counter, against the wall in just about the center of the store, a cupboard-like series of ten compartments, bearing numbers from 1 to 10 respectively. Prescriptions are put in these compartments as fast as they are finished, and the last figure of the prescription number in each case furnishes the key and determines into which compartment the package shall be placed. When the customer returns and hands in his claim check, the latter of course bears the prescription number, and the bottle is easily found in the appropriate compartment. The prescription check used by Melvin & Badger, it may be said in passing, is shown in one of our reproductions.

A thorough checking system is of course employed in the dispensing of prescriptions, one man calling off to the other with the bottles still before him and doing this from memory, while the "checker" holds the prescription in his hand. The method used for making charges on prescriptions is the following: an advance of 50 per cent is realized on the cost of

the supplies, and a dollar an hour is estimated for the time of the dispenser. Of course this method has to be subjected to modification in unusual cases, but it is followed as closely as possible.

Although, as previously suggested, a fine support is received from the physicians of the city, this has been the result of a long record of high-class and

<p>MELVIN &amp; BADGER, 45 Temple Place.</p> <p><b>Prescription Check</b></p> <p>Present this Check when calling for Medicine</p> <p><b>P 9188</b></p>	<p>MELVIN &amp; BADGER'S PRESCRIPTION CHECK.</p> <p>Name, _____</p> <p>Time, _____</p> <p>Price, _____</p> <p><b>P 9188</b></p>
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The prescription check used by Melvin & Badger.

expert service. When I asked Mr. Chase if he did any advertising among the doctors, he replied "very little." Prescription blanks are given to physicians in the conventional manner, and occasionally a postal card or a circular letter is sent out notifying them that some new product has been stocked. There is no regularity or system, however, in this work.

#### THE MAIL-ORDER BUSINESS.

A considerable mail-order business has developed of itself and without very much effort up to the present time—although Mr. Chase told me that it was the intention of the firm to increase this feature of its business to a larger extent in the near future. The wealthy customers of the house are all of them away during the summer and they order supplies from their summer homes. The transient public, too, having prescriptions dispensed while in Boston, very frequently send for renewals after they leave the city, and it is no uncommon thing to get letters of this kind from European countries. One order shown me, for instance, and received from Italy, called for four ounces of compound tincture of cinchona and enclosed the money!

The mail-order business has thus grown to quite a nice thing without much forcing. Circulars are always enclosed in shipments and bills sent to customers out of town. Occasionally circulars are also sent out to a mailing list made up from those who have ordered goods in the past, supplemented perhaps by names secured from directories of the coast resorts.

#### OTHER INTERESTING FEATURES.

I should like to dwell upon many other interesting features of the Melvin & Badger business, but I must hurry along. One sees in the basement, for instance, a refrigerator employed for keeping kumiss—a home-made product on which the firm

enjoys a large sale. Up-stairs in the back room is another refrigerator used chiefly for vaccines, serums, and other biological products. In the basement, under the street in front, is a room perhaps 6 by 8 feet in size for storing such things as acids, ammonia, and the like. Right alongside it is another employed for essential oils, the stock of which is large and varied. The line of Melvin & Badger specialties is an extended one, including perhaps 75



This view, taken from the back room, shows the dispensing counter in the distance. Ten dispensers are used for the prescription work, and Melvin & Badger have one of the finest prescription businesses in the country.

products, and representing a tooth-wash, a cologne, a witch-hazel, an "English lavender," a cod-liver oil, and many, many other things.

#### MESSRS. BURLEIGH AND CHASE, THE PRESENT OWNERS.

I have already remarked that the present owners of the business are Edwin P. Burleigh and Arthur H. Chase. Mr. Burleigh, the senior member, was born in East Wakefield, New Hampshire, in 1854, was educated in the high school in Portsmouth, and spent three years of apprenticeship in the Portsmouth pharmacy of William R. Preston. In 1873 he was engaged as junior clerk by Melvin & Badger, and two years later, at the age of 21, he was advanced to the position of head clerk. Under his management and direction the business advanced in every respect. Mr. Burleigh was graduated from the Massachusetts College of Pharmacy in 1877, and in 1888 he became a partner in the firm of Melvin & Badger, purchasing the Melvin interest.

Mr. Chase also has a long record of connection with the establishment. He entered the store twenty-seven years ago, but did not purchase a partnership interest until 1905.

## TWO CONTRIBUTIONS ON STATIONERY.

Messrs. Pritchard and Barber Respond to a Request from the Editor and Describe Their Methods of Handling this Line—Meaty and Practical Hints Based on Long Experience.

M. K. BARBER,

Larned, Kansas.

The handling of stationery is, in my opinion, a very profitable venture.

While I have always sold tablets and envelopes, about four or five years ago I added a few boxes



M. K. BARBER.

of paper as an experiment. I was rather doubtful about the selling possibilities, but, since others sold the goods, I saw no reason why I shouldn't. I put in three or four dozen boxes as a starter, to retail at from ten to twenty-five cents, and was surprised at the quick sales.

I use newspaper space occasionally, but I believe my best results have been from window displays. About once a month I make a window display for a week, using only one kind of stationery, with a price card prominently displayed. If I do not have enough of one brand to make a good display, I use several, attaching price tags to the various packages.

### DISPLAYING THE BEST.

I feature high-grade goods always and have a few boxes on hand all the time which are worth from one to three dollars. These are not handled so much for the purpose of selling as for the effect. They are constantly displayed in the stationery

case, and when a customer wants to look at box paper I invariably show them first.

For a specialty one may push a high grade of twenty-five-cent box paper. This I buy in one-hundred box lots at from sixteen to eighteen cents a box. While this price leaves a small margin of profit, at the same time the article makes a good leader. It may be featured as a regular fifty-cent value for twenty-five cents, as it is really as good as the ordinary fifty-cent paper.

I keep one show-case filled with box stationery exclusively, and have it near the front of the store.

### SOME INVENTORY FIGURES.

I have just finished invoicing, and I find that I have on hand \$49.53 worth of box stationery. This showing after Christmas indicates that the stock was probably twice as large before the holidays. This is perhaps not a great deal, but our town only has a population of 3000, and there are three or four other stores which keep stationery. I suppose my stock will ordinarily run from \$50 to \$60, and with that assortment I seldom ever miss a customer. I intend to make an average of about 50 per cent on this line of goods, and I principally keep in stock the following makes: Eaton-Hurlbut's, Whiting's, and Lee & Monroe's.

I have never been able to do anything here with monogram stationery.

### KEEPING UP TO DATE.

The styles change in box stationery as much as in any other line of goods, and one must keep up with the times if he expects to hold the trade. Two or three years ago colored papers were a big seller with me; now no one ever calls for a box of colored stationery. Then the long envelope was the rage and everybody wanted the wallet-flap style. Now people are buying the long pointed flap kind. Plain white is the color now, while a few months ago it was cream.

However, there is no need of carrying a large amount of out-of-date stuff on hand. When one sees from the demand that a new kind of paper is coming into vogue, handling a small line, as I do,

he can put a little push behind the out-of-date goods and dispose of them to make room for the new style.

#### WHAT SELLS AND WHAT DOESN'T.

Small invitation papers are a good seller, as are the juvenile invitations. Calling cards are steady sellers also. Mourning paper is a very slow one, strange to say, as there are as many people dying now as ever. In fact, people are dying now who never died before, but I suspect it is out of style now to use mourning stationery.

I handle no box paper to retail for less than 25 cents. I always have in stock a few boxes of flower-decorated stationery, as the country trade demands it.

The stationery line is one that I believe any druggist anywhere can handle to advantage, for, as some "wise one" has said, "we are a nation of letter-writers," and what nicer side-line can a druggist have than stationery?

There is absolutely no loss from deteriorated stock, and it represents a line that appeals particularly to the women.

#### B. E. PRITCHARD,

McKeesport, Pa.

"Stationery" and "stationary" are two common words with widely different meanings, although the spelling varies so slightly that each is oftentimes used where the other is indicated. The methods followed by nearly seventy-five per cent. of the druggists who handle stationery are such as to make the application of both forms of spelling the words quite appropriate as regards their stock of box papers and writing tablets.

There are but few drug stores in which one finds a really desirable selection of correspondence papers, and yet nearly every druggist, no matter where he may be located, pretends to keep stationery as a regular part of his stock. Usually the selection consists of possibly three varieties of four boxes each, tossed into the corner of any old showcase, and frequently without the slightest regard for the other goods displayed in the same place. The most frequent neighbors to be found under these conditions are a few combs, a variety of bristle goods, flanked by cheap toilet soaps, face powders, and the like. Sales under such conditions are few and far between, and no woman who exercises taste in her selection of correspondence paper could

be expected to purchase from such a conglomerate jumble.

#### DIFFERENT CLASSES OF GOODS.

Stationery should by all means be given the exclusive use of an attractive show-case prominently situated in the store, and it should be tastefully displayed therein. The character of the papers to be exploited depends upon the class of people constituting the store's clientele. If the neighborhood is made up of foreigners and working people, the



B. E. PRITCHARD.

textures and shapes should be of the ordinary plate finish and linen face paper, ruled. Such persons rarely care for plain papers or sizes out of the ordinary.

If the store is located in a neighborhood occupied by intelligent middle-class people, greater care in the selection of textiles must be taken. The plain calender-faced paper is never popular to a great extent, while the linen-finished and fancy cloth-faced papers which have a nice appearance are mostly demanded. The ratio between ruled and plain papers among this class of people is about one of the ruled to three of the unruled. Box papers can be found in the market to retail as low as ten cents with a reasonably good profit, but such sales should not be encouraged by displays and exploitation at low prices. It tends to lead customers into decidedly cheap notions, which react upon the dealer when his customers receive letters from friends which are written on finer and more elegant stock.

What is more likely to produce an unfavorable

impression upon the mind of the recipient of a letter than to note that it is written upon cheap, flimsy paper which also interferes greatly with elegant penmanship? On the other hand, what a pleasure it gives a refined person to receive a letter from a friend written upon fine paper, elegantly enveloped, and daintily addressed in a handwriting which can never be satisfactorily placed upon cheap, common-faced paper! If you want to elevate your customers socially and thereby do them as well as yourself a kindness, educate them to use only the better grades of correspondence stationery. To do this may require skill and discretion, but it pays both in profits and increased esteem.

#### A NOVEL SUGGESTION.

When the writer began to cater to the correspondence stationery trade, it was his custom to place into each box of paper a neat little envelope containing a few grains of sachet powder, sprinkled between thin layers of cotton. The result was that when the box was opened a delightfully delicate odor became apparent. Even after passing through the mails the recipient of a letter written upon paper taken from our box stationery would detect a faint, delightful odor which was distinctly agreeable. This feature made our box papers famous,

and the writer learned frequently from patrons that they could find no such stationery anywhere else. Sales grew until purchases of seven hundred boxes at a time were not too large. One invoice even reached 1200 boxes, and it was all disposed of in two or three months.

Box papers retailing at from 25 cents to 50 cents are usually ready sellers, while ultra-fastidious customers will sometimes pay higher prices. Invariably the finer papers are demanded unruled, and only the proletarians nowadays demand ruled stock.

#### WOMEN THE BEST STATIONERY CLERKS.

I would strongly recommend that the stationery department be placed under the care of a young woman, not the fluffy-haired, cheaply-jeweled, gum-chewing sort, but one of quiet tastes and good manners. There is to my mind no side-line in the pharmacy that lends itself more readily to feminine salesmanship.

To any druggist with a fairly good location I would recommend that he cast about for such a woman assistant and with her help establish a stationery department. The result will, if he is a judicious man, repay him well both in trade and satisfaction.

## SPECIAL SALES.

**Their Value in the Drug Business—The Necessity of Occasionally Offering Some Inducements to Customers—Original Trade Schemes from One Who Has Tried Them—Several Plans and Suggestions.**

**By FRANK FARRINGTON.**

Few druggists indulge in special sales. They leave that sort of thing to the bargain stores, the dry goods and notion people. The only apparent reason is that druggists are still flattering themselves that they are professional men and do not need to resort to the ultra-commercial methods of the storekeeper.

Any professional man can be a storekeeper, and probably a good one and a successful one if he will make the effort. On the other hand, not all storekeepers can be professional men, and in that the druggist has the advantage. He can be professional and at the same time be as much of a merchant as he has ability to be without in any way lowering his professional standing.

The doctor and the dentist and the lawyer are disparaged if their business-getting methods verge

too close on advertising. The druggist, the pharmacist, if you prefer, is esteemed the more highly on account of his publicity; in fact, he can advertise himself into popularity if he knows the advertising business well.

#### THE FUNCTION OF THE SALE.

We are all in the drug business to make money, and we need customers to help us make it. We properly expect the people to walk into our stores and ask for the goods which we have on sale. If we want to make a good deal of money and make it at the expense of the man across the street, we must bethink ourselves of ways in which we can induce people to walk into our store instead of walking into his.

Special sales and bargain offers are what the

successful men in all other lines are using to draw trade. The same methods will draw trade for us in the drug line. A bargain is a bargain, whether it is muslin or toilet soap. Bargains and low prices are what get the people in. Sell them as good goods as you can after you get them there.

Doubtless many druggists have considered the special sale, but have hesitated to start one. They have said to themselves, "Oh, yes, Smith's dry goods store can do that, and Milligan's grocery, but it's out of my line. People won't buy Hood's sarsaparilla at a bargain sale, because they won't buy it anyway until they want it."

That is partly true, and only partly, because people *will* buy things at a bargain before they want them. The only reason in the world why the big white goods sales all over the country in February are so successful is that the women are willing to stock up then with goods which they won't want until spring.

The way the dry goods people look upon the sale problem is this: A man can afford to exert himself and reduce prices if, by this means, he is enabled to induce people to come to his store and buy things in advance of the season. If they do come and if they do buy, he will have the pleasure of supplying a good many of his competitors' customers before the other stores are ready to sell the goods. He will also, you say, have the pleasure of supplying some of his own customers with goods at a cut price when they would a little later have bought anyway from him and at the regular price.

Perhaps they would have bought from him—if his competitor had not happened to come to the front with an inducement that side-tracked them. There's many a slip 'twixt the cup and the lip, and no customer is yours for a certain purchase until you have closed the sale.

#### SALES INCREASE CONSUMPTION OF GOODS.

And then, when you sell people goods of any sort in advance of their need, the chances are they will use fifty per cent more of those items than if they should buy them just to satisfy immediate wants. You know how it is about selling cigars by the box. If a man has a whole box to draw from, it looks like an inexhaustible supply until he gets down to the bottom layer. He smokes and smokes and gives away to his friends until he has used up those fifty cigars in the time that he would have been smoking about twenty bought two or three at a purchase.

Again, admitting that you are selling your own regular customers their stock at less than usual profitable rates, and admitting that they use up the goods no faster and that they would have in the end come to you anyway, the sale scheme is still a good one. You sell enough extra goods to people who would never have come to you to more than make up for any possible loss in other ways, and you are getting that many people who are strange to your store to patronize it once, and once means future patronage if you treat them right.

Now what kind of special sales can a druggist have?

The soda fountain opening you know all about. Every fountain ought to have such a time every spring whether it runs all winter or not. It is the only way to start the season. It means all the difference between running a fountain in a live and profitable fashion and conducting it in a listless fashion.

The druggist who will take the pains, can make his store a matter of interest to every woman within trading distance by giving her some special offer every week.

Run each offer a full week and advertise it in the local papers and in every way that will further publicity.

During one week the druggist can give free with every hair-brush and comb purchase a 50-cent bottle of his own brand of hair tonic. If he is making 100 per cent on his own preparations, that means a discount of 25 per cent on the hair-brush and comb purchase. And a customer who will give his hair tonic a thorough trial will, if it be good, buy more in the future. That looks to me like a good proposition for the druggist and a splendid one for the customer. If the hair tonic is not a repeater, don't try the scheme.

Another week offer a box of 10-cent charcoal lozenges and a package of your own 10-cent headache tablets free with a bottle of your own sarsaparilla. Make a special price on the sarsaparilla. The headache tablets cost you probably less than a cent an envelope and the charcoal lozenges about 5 cents. The sarsaparilla is worth introducing at a special rate to get a customer started on it.

Induce your customers to use your own special brands. If you have a special offer on, it is twice as easy to speak of your own line when they ask for the advertised kind that doesn't pay any profit. Druggists are still making plenty of money pushing



their own special lines in the face of calls for advertised goods.

Other special offers which you can make depend somewhat upon the nature of the trade in your vicinity. If you have a good farming trade, men who keep many horses and cattle, you will find that class interested in special offers along veterinary lines.

Suppose you put up a good spavin cure and general liniment like the one described in these columns last year. Suppose you want to introduce this preparation and its regular price is 75 cents to horsemen. Perhaps that liniment costs you 25 cents. Mail a circular to your farmer constituents offering a bottle of it free with every dollar purchase of stock food, horse or cattle salts, or flaxseed meal, or other things along that line. Get the farmer interested in the liniment and then show him how to get it free in the regular 75-cent size. The liniment is a repeater, and that will be where you will make your best profit on the deal.

#### STATIONERY AND POST-CARDS.

Most druggists sell stationery and post-cards. The post-card business is still good but a little on the wane. Offer for one week to give free with any purchase of a box of writing paper amounting to ten cents or more, ten one-cent post-cards, or you might say ten cents' worth of post-cards. You can handle this to use up a line of post-cards which has ceased to sell with you, old comics or uncolored locals which the people are not buying much. Of course you must make the free goods desirable or the offer will be a boomerang. In the case of a ten-cent box of paper you will break even, and on the better ones you will net a fair profit. It will get you some new stationery customers, though, without doubt.

Offer for a week to throw in a package of your own tooth dentifrice with a 35-cent tooth-brush. Make up a window display of 35-cent brushes fastened to the necks of the dentifrice bottles by rubber bands.

Always make up a window display showing the current special offer. Take pains to make offers that will have a tendency to introduce new goods or special brands of your own which you want tried, brands which you know are good enough to be repeaters.

If you educate the public to look for something special at your store every week, they will take pains to notice what you are giving and will come

out of their way to take advantage of your bargains. They will tell their friends, too.

#### COMBINATIONS.

A series of special offers that will take are those which make up a bargain combination for a certain price. Suppose you start in with a nine-cent offer one week, perhaps a bottle of your own liver pills or a ten-cent tooth-brush with a two-drachm sample bottle of tooth powder, the kind you make yourself. Then next week offer a nineteen-cent combination, then one for twenty-nine cents, and so on up, giving a good, generous value every time.

A special family medicine chest can be made up right in the store and a good business worked up on it.

Combine various kinds of brushes—hair-brush, tooth-brush, nail-brush, and clothes-brush—at a special figure.

Offer a pen, penholder, and bottle of ink free with a "quarter" box of stationery.

These are none of them plans that will crowd your store with people or make you rich in a minute, but a continued hammering along this line is sure to be the means of increasing your sales steadily from week to week.

#### CANDY.

Among the goods which you can use for making bigger special sales are candy, which is always a seller with big possibilities in the way of window display and trade stimulation, and perfumery, which appeals to a woman at any time.

If you have not been handling the higher priced odors like the imported lines, you may be surprised to find what a trade can be worked up in this direction. Many druggists think that in their town there are no possibilities for perfumes that retail from two dollars up. They don't know how many women are now sending to the nearest city for those goods because no one at home carries them. Have a perfume opening and show the women of the town what you can do along that line.

Advertise this opening well, and have a full line of goods at the start with plenty of sample bottles of the brand of perfume which you wish to make most popular.

#### PERFUMES.

In the way of perfumes there are two kinds of demand. One class of women want the popular odor, the one which every one is getting. Another

class want a fine perfume that is not in general use. They seek to make that perfume distinctive in their individual case. Look out for both classes of trade and cater to both.

If the frequent bargain sales produce no other advantage, they induce people to read your advertising with more care and closer attention.

The buyers of your town and the buyers of every other town are on the lookout for chances to save money, and they are on the watch for new goods. The druggist who knows best how to take advantage of these two inclinations will be the winner in his town. The rest will be among the "also ran."

## SOME BOARD QUESTIONS ANSWERED.

An Examination Paper Recently Used by the Ohio Board of Pharmacy is Selected, and Replies are Prepared for the Benefit of Clerks and Others Who May Find the Information Helpful.

Compiled by JOHN HELFMAN.

(Concluded from page 114 of the March BULLETIN.)

### TOXICOLOGY.

1. What is the difference between the old and the new Pharmacopœia relating to doses?

Doses were not given in the old Pharmacopœia, but they do appear in the new.

2. Give capacity in minims of (a) teaspoon, (b) dessertspoon, (c) and tablespoon.

A teaspoonful=60 minims.

A dessertspoonful=120 minims.

A tablespoonful=240 minims.

3. What objection is there to the use of spoons in administering medicines?

The objection lies in the varying sizes of spoons. The capacity of all teaspoons is not the same. To measure out a liquid accurately, a graduated vessel is required.

4. What is the proper dose of mercuric chloride solution having three grains of the salt in four ounces of solution?

The average dose of mercuric chloride is 1/20 grain. To obtain this amount of the salt in the given amount of solution, it would be necessary to take 1/60 of four ounces, or 32 minims.

5. Give the average dose of (a) tincture of veratrum, and (b) tincture of nux vomica.

The dose of tincture of veratrum is 15 minims, of tincture of nux vomica 10 minims.

6 and 7. Give the dose of dilute hydrocyanic acid, dilute hydrochloric acid, methylene blue, and aromatic spirit of ammonia.

The dose of dilute hydrocyanic acid is 1½ minims, of dilute hydrochloric acid 15 minims, of methylene blue 4 grains, and of aromatic spirit of ammonia 30 minims.

8. What is approximately the percentage of arsenic in Fowler's and Donovan's solutions?

Fowler's solution contains 1 per cent of arsenic trioxide. Donovan's solution contains 1 per cent of arsenous iodide.

9. Give the average dose of each of these solutions.

That of Fowler's solution is 3 minims, of Donovan's 1½ minims.

10. What is the average dose of fluidextract of conium?

Three minims.

11. Give some antidote for poisoning by oxalates. Chalk in suspension, and also lime-water, are chemical antidotes.

12. Name the standard antidote for arsenic and give method of preparation.

Give freshly prepared ferric hydroxide. This is best prepared by the action of calcined magnesia on solution of tersulphate of iron. However, a solution of any ferric salt, precipitated by any of the alkalies or their carbonates, will suffice. Dialyzed iron is also used.

13. What, if any, is the danger of using methyl alcohol in external preparations?

Methyl alcohol is a poison which in external preparations exerts its toxic effects in less degree only than when employed in internal products. Absorption of the volatile portion causes the development of poison symptoms.

14. Give one or more antidotes, or some emergency treatment, for poisoning by methyl alcohol.

Wash out the stomach and administer pilocarpine hypodermically.

15. Name a ready antidote for carbolic acid poisoning in early stages.

Wash out the stomach with a solution of sodium sulphate or dilute alcohol, or in the absence of these, with demulcent fluids.

16. What acid is a general antidote for poisonous alkaloids?

Tannic acid.

17. After this acid is given, what should follow? Why?

An emetic, to rid the stomach of all the alkaloid, if possible. The tannates will be slowly absorbed if allowed to remain.

18. How many narcotic drugs, such as opium, morphine, and cocaine, may be lawfully sold in Ohio?

Only morphine sulphate may be sold, and this

drug only in original packages containing not less than  $\frac{1}{8}$  ounce. Each package must be properly registered. Of course all three drugs can be dispensed on prescription.

19. What is lawful in refilling prescriptions for narcotic drugs?

Such prescriptions may be refilled only on the written order of the prescriber.

20. What is required in the sale of all poisons other than narcotic drugs?

It shall first be learned that the recipient is aware of the poisonous character of the substance, that the product is desired for a lawful purpose, that it is labeled "poison," and that the names of antidotes are given. A record of the sale must be made in a suitable book.

## AN EASTER PERFUME DISPLAY.

This display appeared last year at Easter in the window of Cooban's drug store in Chicago. The settings are beautiful. Nothing is overdone. Only a few bulk odors are on exhibit. Four pots of

rabbits, leaping as it were over the ledges of the floor, enliven the display. Signs are used in profusion. The one in the center bears the message: "Special Easter Lily Perfume, 25 cents."



Easter lilies serve to bring out the idea of fragrance. The pots are covered with delicate crêpe paper which harmonizes with the covering on the floor. Altogether the white carpet and the flowers lend a charming effect to the window. A pair of

Starting from the extreme left the smaller placards read: "The Kind that Friends Will Ask About." "Delicate." "Exquisite." "Refined." "Lasting." "If it is Perfume, Come in and Have It." "Easter Lily Perfume, 50 cents."

## A SICK-ROOM IN THE WINDOW.

A. M. Horn, of Washington, Pa., makes a special bid for prescription business. One of his efforts in this direction is shown in the accompanying photograph. It represents a sick-room scene with the patient in bed and the doctor and nurse in attendance—all represented in the window.

Mr. Horn borrowed the wax figures from a neighboring dry-goods merchant with the understanding that he was to return them in good con-

nurse, we are told, was dressed in an outfit which had been borrowed from a dry-goods merchant for a trifle. The couch was a child's bed belonging to the proprietor of the store. At the head of the bed hung this sign: "*Nurse: Give the patient Parke, Davis & Co.'s remedies only, and wrap the child's hands in Johnson & Johnson's bandages. Then she will soon recover.*"

The rugs on the floor were loaned to Mr. Horner



dition. He set a small stand at the head of the bed, placing thereon a glass of water and an empty glass holding a spoon. Near by were a bottle of medicine and a vase of flowers. The back of the window was covered with white cheese-cloth stretched tight to represent a wall, while an old door gave the scene the appearance of a real room. The door itself was borrowed from a lumber-yard, having been taken from a demolished house.

The doctor put on no special clothes for the occasion, but wore second-hand garments. The

for a small sum by a house-furnishing establishment. They consisted of a few different styles of Brussels carpet—remnants.

A window of this kind is undoubtedly a relief from the conventional trim in the drug store and never fails to attract attention. Men and women are more interesting than things to the average observer, and wax figures representing human beings gain an audience where a less lifelike display would escape notice. Druggists should bear this suggestion in mind.

## DOLLAR IDEAS.

*The editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, book-keeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.*

### A CLEVER DEVICE FOR A LIME-WATER BOTTLE.

*George C. Greene, Wollaston, Mass.:* Into a good cork for a one- or five-gallon bottle fit two pieces of glass tubing, both bent at right angles at the top, one reaching to within four inches of the bottom of the bottle, the other just passing through the cork. Attach an atomizer bulb to the shorter tube and four inches of rubber tubing to the longer. Many druggists are doubtless familiar with similar devices used in "washer bottles" for qualitative analysis.

Prepare the lime-water as directed in the U. S. P., and after it settles insert the cork. By squeezing the bulb a steady stream of clear lime-water will be discharged through the rubber tubing without disturbing the residue of lime.

If fresh calcium oxide be added occasionally, and the bottle filled with water each night, a supply of full-strength lime-water will be constantly on hand.

### REGARDING SPIRIT OF NITROUS ETHER.

*Crawford T. Ruff, Montgomery, Alabama:* Do you prepare your spirit of nitrous ether from the concentrated spirit? If you do, you probably have trouble with floating particles of cork. Adopt the following expedient: After cooling the alcohol and the ether, remove the stopper from the ether bottle, place a piece of cheese-cloth over the mouth of the latter, and then pour the ether directly through the cloth into the bottle containing the alcohol. This acts as an extemporaneous strainer very nicely.

### STOPPING BREAKAGES: A UNIQUE SCHEME.

*"A More Than Satisfied Reader."* Boys are artists at breaking things. I was equally bad. One lad I had was a king at it. But I cured this youngster and all the clerks after him. If you wish to follow my scheme, get a small memorandum book and place a label on the front cover reading: "The

Broken Record." Allow one page for each person in the store, the "boss" included. Devote columns on each page to the date of the accident, the name of the broken article, and the cost. I insist that each person enter his own breakages regardless of the circumstances and the amount of the loss. Let all the help clearly understand that any breakage not entered will be charged at full cost to the proper person, and then exact the charge in every instance. The men are reluctant to enter their own breakages, but this system makes it impossible to escape detection. It stops destruction!

### A WINDOW DISPLAY STAND.

*O. B. Porter, Fort Fairfield, Maine:* I submit the description of a fixture which can be used to great advantage in a window exhibit. It is easily made. Take five circular shelves 15, 12, 9, 6, and 4 inches respectively in diameter and one inch thick. Pass a one- or two-inch pole through their centers as shown in the picture. To make a smaller fixture

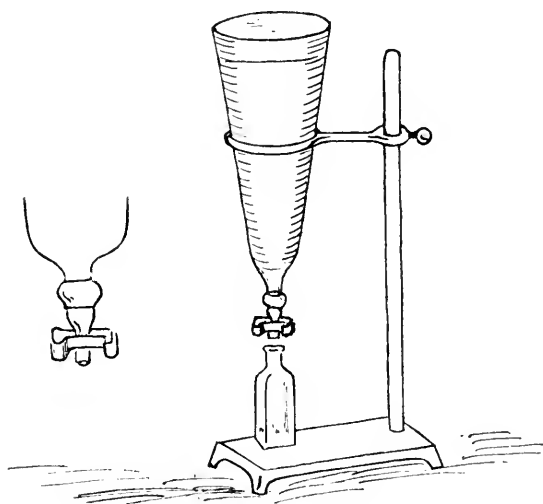


by way of variety, use shelves having the diameters of 7, 5, and 3 inches respectively. The woodwork can be done at any planing mill. Sandpaper the entire fixture and then stain or varnish it.

If made of soft pine, the cost of a set of stands is surprisingly light, less than a dollar and a half. The fixtures can be made in sections, if the druggist desires that they be convenient for storage. A glance at the accompanying illustration will convince the observer that perfume, cough syrup, tooth powder, and a host of articles can be displayed to advantage on such stands.

### AN INGENIOUS BOTTLE FILLER.

*Elmer W. Rice, Westport on Lake Champlain, New York:* A handy device for filling bottles with toilet preparations having a tragacanth base is made as follows: Take a percolator of convenient size and attach an ordinary nipple to the end with a fine wire, having first trimmed the hole larger. Put a



pinch-cock on the nipple, set the percolator in a retort, and fill it. The rest of the operation needs no explanation. About four three-ounce bottles a minute can be filled without spilling a drop on the outside of the containers. This device may be used for any thick liquid.

### MOISTENING POWDERS FOR PERCOLATION.

*A. H. Bosworth, Wichita, Kansas:* To moisten powders for percolation, I find that a shallow steel evaporating dish and a common wooden potato masher do the work very well. Then, too, considerable pressure must often be applied to crush the wet, pasty lumps—and by mixing the drugs in a steel dish you eliminate any chance of breaking the container.

### A DISPENSING KINK.

*A New Jersey Druggist:* To make a solution of glycerin, rose water, and tincture of benzoin proceed as follows: Add the glycerin to the tincture of benzoin carefully and do not mix. Run in the rose water all at once, invert the bottle, and stand it on the cork. After a few minutes restore the bottle to its proper position. The rose water must be luke-

warm. A little experimentation will impress druggists with the value of my method. I have kept a few ounces of this preparation for over two years. There is only a slight brown color in the solution due to the separation of benzoin. In conclusion, I may state that this product has been a good seller with me.

[NOTE BY THE EDITOR.—See the process for dispensing this mixture given by E. P. Ferté on page 71 of the February BULLETIN.]

### OUTSIDE DISPLAY OF POST-CARDS.

*A. L. Remington, Silver Springs, N. Y.:* Many stores have outdoor space in front which is available for use. Have a frame and glass constructed to fit it. Impress upon the carpenter that this case must be taken down and put up without effort. Screws are best for the purpose. Change the cards frequently and give prices. Keep the glass clean. My own case holds about 20 cards, and I make special displays of anything new, such as New Year's, valentine, and Easter cards.

### A HELP IN SUPPOSITORY MAKING.

*C. K. Bushey, Dillsburg, Pennsylvania:* Much difficulty is experienced in making suppositories containing a granular powder like powdered lupulin. The mass crumbles when you roll or shape the suppository, especially if it becomes cold. To overcome this, add about two grains of petrolatum to each suppository. The result will be an easily-worked mass, and, furthermore, the suppositories will be stable.

[NOTE BY THE EDITOR.—See the many other suggestions apropos of suppositories which have previously appeared in this department.]

### INCORPORATING SALTS AND EXTRACTS IN OINTMENTS.

*C. C. Price, Buffalo, New York:* Doctors frequently prescribe ointments containing salts and extracts. For this purpose I recommend the following procedure: Rub the extracts in alcohol or water. Dissolve the salts in a small amount of water. After these ingredients have been reduced to a smooth consistency incorporate them, not in the hydrous lanolin, but the anhydrous; the idea being that the latter will take up water, whereas the hydrous product is already saturated.



## LETTERS.

### DRUGGISTS AND THE PROHIBITION MOVEMENT.

To the Editor:

The timely editorial in the BULLETIN for March, "Will We Meet the Issue?" affords an opportunity for directing the attention of your readers, especially those in Ohio, to the county local option law quite recently enacted by the General Assembly of this State. This law becomes effective September 1, 1908, and provides for elections in any county at any time by filing a petition with the county commissioners or the judge of the court of common pleas signed by twenty-five per cent of the voters of the county. Such election is thereupon ordered to be held within thirty days after the filing of the petition, and the question to be voted upon is, "Shall the sale of intoxicating liquors be prohibited in this county?"

Under this law the superintendent of the anti-saloon league confidently claims that seventy of the eighty-eight counties in Ohio will vote for prohibition. There is already a large section of "dry" territory in this State under the ward, township, and municipal local-option act passed about five years ago, and this act is not repealed by the recent county law. A striking feature of the county option act is that when any county votes "dry" this binds the entire county even if municipalities or townships have previously voted "wet," although "dry" townships or towns are not made "wet" if the county votes against prohibition.

There are now temperance laws on the statute books of this State of a most drastic character, and within the next year they will make Ohio a prohibition State outside those counties wherein the large cities are found, and even some of these may be considered doubtful. Hence it behooves the druggists of this State who have found some profit in supplying thirsty patrons with intoxicants to accept the wise counsel given in your editorial and prepare to abandon this sort of business.

Legislation of this kind is the result of a genuine popular sentiment in this State analogous to that which is manifest in other sections of the country, and is not produced by any special effort along sensational lines. As you suggest, it has become largely a question of economics, and the people are

fast reaching the conclusion that the welfare of the majority will be promoted by eliminating the saloon. When the order is given for the saloon to march the saloon drug store had better fall in line!

Columbus, O.

W. R. OGIER.

### THE RENEWAL OF PRESCRIPTIONS.

To the Editor:

The enactment of the anti-cocaine law in New York State, together with the Federal Pure Food and Drugs act, was a kind of insurance policy against the consumption of habit-forming drugs.

According to the former law, no cocaine is to be sold by any registered druggist unless on a physician's prescription. The authorities engaged in making this law, however, have overlooked the fact that many other poisonous drugs enter into the same category and can produce just as many victims as cocaine does.

For instance, a physician is called to attend a patient suffering from insomnia or nervousness. He prescribes either bromides, codeine, or morphine. Now the patient, seeing that the kind of medicine prescribed by the physician has done some good, goes to the drug store to have his medicine renewed. The druggist, viewing his profession with a practical eye, thoughtlessly gets the number of the prescription and puts up a box of 25 morphine tablets, or a one-ounce bottle of Fowler's solution, or even some cocaine.

Little by little, the dose of tablets or drops is "increased daily as directed," and so a larger quantity of the medicine is required. Then they come again to their "old" druggist and say in a very friendly tone: "Will you kindly put this up double the quantity?" Double the quantity means  $2 \times 35$  cents for the druggist; he, the man supposed to protect human health, frequently puts up double the quantity and writes the usual label: "Use and increase as directed." Double the quantity, double the money!

And in this way new victims are added to the great number of drug eaters.

Now, let me ask the legislators: "What good is the anti-cocaine law if drugging with morphine, codeine, and arsenic is practiced on such a large scale day after day? All these drugs of a poisonous nature have the tendency to lead into the drug habit. Our modern hypnotic remedies—have they not the same tendency? Why are trional, veronal,

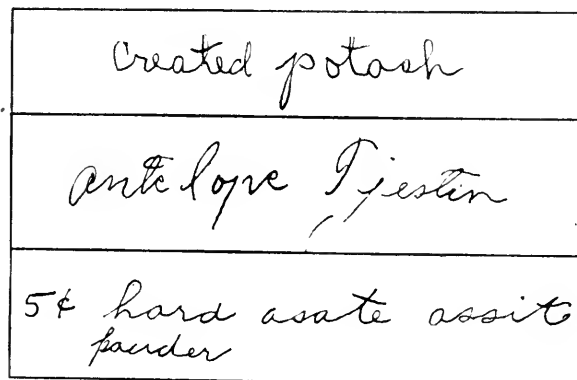
bromidia, somnos, and all the rest of them dispensed freely to any one who asks for them?

I wish I could impress the idea upon every druggist that for the sake of our profession, and for the benefit of humanity, no prescription containing any of the habit-making drugs should be renewed, unless ordered by the physician in attendance. "N. R." marked on the label should be a warrant for the dispenser, and such renewals should be refused without the least hesitation.

New York City. ISIDORE A. WEINBERG, Ph.G.

### THREE GOOD SPECIMENS.

The three illiterate orders shown in the accompanying reproduction have all been sent in to us by interested readers of the BULLETIN. The first, from S. L. Toomer, Auburn, Ala., was interpreted to mean chlorate of potash. The second, from W. J. Bishop, of Telluride, Col., represents a perfectly stupendous and heroic effort to spell antiphlogistine. Mr. Bishop remarks that the apprentice to whom



this order was handed "arrived at the prompt conclusion if this was the kind of hieroglyphics he would have to deal with before he could be a Ph.G. he would quit the drug business." The third and last was received from C. H. Schwerin, of Hinsdale, Ill., and after considerable inquiry was found to represent a call for powdered boric acid.

### A PLACE FOR WOMEN IN THE DRUG STORES.

To the Editor:

Not many years ago druggists derived a big profit from the sale of rubber goods and toilet articles; in fact, most of the total profit was derived from them. This trade largely has passed from the pharmacy to the department stores.

What is the reason? There are several.

Times have changed. Drug stores are more public than formerly. Before the introduction of the soda fountain the patrons of a drug store were more elderly persons and the druggist was of middle age or nearly so. People who desired information on matters relating to diseases would consult the druggist before going to the physician.

All this has changed. Since the introduction of the soda fountain and ice-cream parlors, the employees in the store are younger men, in many cases mere youths. When they are not occupied at the fountain they wait on trade in general. Ladies, and especially young married women, who want a fountain syringe or other such articles, do not care to have a young man wait upon them, nor do they wish every one to know what they are purchasing. Therefore they go to a physicians' supply house where there are women attendants, or to the department drug store.

As to the toilet articles, many mercantile stores have a drug department in connection with the store. When women are shopping in the store they buy their drugs there at cut-rate prices. The only way to regain the trade in sundries and toilet articles is to employ women in these two departments.

Pittsburg, Pa.

D. W. ROBIN, Ph.G., R.P.

### A WINDOW DISPLAY SUGGESTED BY THE LONG TRIP OF OUR PACIFIC FLEET.

To the Editor:

The following description of a display in the window of Parkill & Son, Owosso, Michigan, may be of interest, as it differs from anything we have seen or heard of.

A large picture of a battleship, with each part (500 pieces in all) numbered and named, was placed in the center of the window about two feet back from the glass. Two pictures of U. S. S. Charleston, one a full view, the other showing the officers and crew on the main deck, were placed at either side of a large picture. An Owosso boy is paymaster on the Charleston, and his picture was prominent among the officers.

Signs were placed on these pictures explaining what they were, giving the number of officers and men, and also calling attention to the fact that the Owosso boy in question was paymaster of the ship.

In front of these pictures were about 50 different Rexall remedies, from hair tonic to corn solvent and bunion ease. Between these packages and

the pictures was the sign: "They are well fortified against any attack if a good supply of Rexall remedies is on board."

In the background of the window, corded high, were original cases of Rexall remedies. This display attracted much attention. While the Rexall remedies were exploited, it will be of course apparent to the reader that any other class of products would be similarly pertinent. We used the Rexall line because we happened to be the Owosso agents.

Owosso, Mich.

W. B. CAMBURN.

### SAMPLING FLAVORING EXTRACTS.

To the Editor:

I am inclined to think that flavoring extracts represent a line that most druggists neglect, and yet it is a comparatively easy matter to interest a woman into making purchases of a better grade of extracts than she ordinarily gets at the grocery store. It is our custom when wrapping up a package at the counter to enclose a circular on our flavoring extracts and to say a few personal words also to the patron. We make a little talk on quality, and where we know the woman is capable of discrimination we give her a sample of one of our extracts for trial. In this way we have built up a very nice trade on the goods, and we have yet to find a case where our expenditure has not proved a profitable investment.

JOE CHRISTOPHERSON,  
Manager of the McCoy Pharmacy.

Dassel, Minnesota.

### REGARDING PROFESSOR BEAL'S NEW BOOK.

To the Editor:

I read with interest your review in the March BULLETIN of Professor Beal's new book, "Prescription Practice and General Dispensing." All you said is true, but you left out the main thing in my estimation, and that is the charming way in which the writer has imparted his knowledge. If he knew only half of what he does, he would still be a splendid teacher!

According to my judgment, the real teacher is he who knows how to impart knowledge to his students in an attractive, stimulating way. The long-winded, tedious teacher is more successful in putting his audience to sleep than in convincing the listener how stupendously learned he is. Greater than the amount of knowledge is the art of teaching, and the fine art of boiling down, so as not to

fill up the student. Predigestion in a teacher is much more important than predigestion in our advertised breakfast foods!

Chicago, Ill.

WILLIAM BODEMANN.

### ON THE DRUGGIST THIS TIME!

To the Editor:

The illiterate orders, and the descriptions of the amusing manner in which the public sometimes makes its "wants and wishes known," make very interesting reading. But don't you think it would be a good idea to print an occasional joke where the customer, reversing the usual order of business, gets one on the druggist? I make this suggestion cheerfully, as the following incident did not happen to me.

I chanced to be in a drug store, which, by the way, carries a stock of about \$25,000, when a nurse came in. The proprietor stepped forward to wait on her.

"Have you any sputum cups?" she inquired.

"No, we do not carry them."

"Well, it seems very strange that I cannot obtain them in a town of this size."

The druggist looked rather puzzled. "Ah, have you—er—tried the—er—hardware store?"

The Dalles, Oregon.

A. V. A.

### A POINT IN ESTIMATING STOCK.

To the Editor:

A large number of druggists have presumably acquitted themselves well in their yearly ordeal of taking stock, but how near did they come to the real inventory of chemicals, pills, or liquids unless they went to the painful method of weighing, counting, or measuring them? Chemicals very seldom fill the containers completely. The same is true of pills and liquids; some barely fill the containers half full. When such a package has been opened the owner is naturally at a loss to estimate the value of the remaining quantity. I have seen a 1/8-ounce package of heroin, less a grain, "lumped" at 10 grains simply because the bottle did not seem to be one-quarter full. I have seen 990 pills estimated at 400 for the same reason. Five pounds of nitric acid, C. P., were called two pounds. During the last few years I have made it a rule to mark on the label, as soon as a new package is opened, something like this: "500 pills full to the top," or

"1000 pills full to here," drawing a heavy line across the label as an indicator. Where this is impracticable I paste on a sticker for the purpose.

Fessenden, N. D.

LOUIS A. LEU.

#### THE WINDOW DISPLAY VERSUS THE NEWS-PAPER AD.

To the Editor:

I recently tried to determine the relative value of a newspaper ad. and a window display. We pay \$5 an inch for newspaper space, using three- to four-inch display ads. I wrote the best ad. I could, telling of our corn cure, and published a guarantee endorsed by our bank to refund the price if the remedy did not remove the corn. This was a good ad., we thought. We sold 15 bottles in five days.

I then arranged a show window draped entirely in red. In the center we had a black plate. On this were some pieces of gum tragacanth to represent corns, with a display of the corn remedy and appropriate signs. We had 10 gross of the corn cure in 2-drachm bottles, with glass rods for stoppers. We sold them out, and in order to keep up with the sale are now using an ordinary 2-drachm bottle with a camel's-hair brush in each package, although we telegraphed for more of the regular containers.

How many druggists are wasting the best things they have, their show windows, or filling them up with somebody's patent medicine at 37 cents!

Shreveport, La.

MEYER.

#### WHAT PRICE OUGHT TO BE CHARGED FOR IT?

To the Editor:

The following prescription was handed to me the other day. The patient asked me what I would charge to fill it. After looking it over I gave her a price. She replied that I asked her too much and that a druggist in a certain Indiana town had put up the prescription for 70 cents at least a dozen times. Here is the prescription:

Potassium iodide (Merck's) .....1½ ounces.

Fluidextract of sarsaparilla (P. D.

& Co.) .....2 ounces.

Fluidextract of burdock-root (P.

D. & Co.) .....1 ounce.

Simple syrup .....2 ounces.

Water, enough to make.....8 ounces.

Mix and direct one teaspoonful to be taken after each meal.

Now in my opinion it is impossible to put up this prescription at 70 cents, for this price barely covers the cost of the drugs. I should like to know what other readers of the BULLETIN think about it, and I should be glad to have them given their opinions.

Stuttgart, Arkansas.

H. H. H.

#### "BURNING" ASHES.

To the Editor:

In reply to M. J. in the February BULLETIN, I submit the following formula for completing the combustion of ashes:

Ashes .....2 buckets.

Coal dust .....1 bucket.

Common salt .....1 pound.

Oxalic acid .....1 ounce.

Mix the ingredients together in a box.

This will burn with a very strong heat, leaving very little residue.

L. R. ANDERSON.

What Cheer, Iowa.

#### CLEANING GREASY UTENSILS.

To the Editor:

For cleaning ointment slabs, oily mortars, and graduates, the sawdust "tip" by Mr. T. S. Wolf in the December BULLETIN is best of all. I have used it for years. In my store a large box, 12 by 20 by 8 inches, lies under the dispensing counter and serves as a receptacle for dirty utensils. They are put there by the clerks and the boy does the rest with plain sawdust. The cleansing is completed with a weak solution of liquor potassa and water.

A NEW ZEALAND READER.

#### FROM IRELAND.

To the Editor:

Even in this unenlightened part of the globe your journal is much appreciated and I get many valuable hints from it.

HORATIO TODD.

Belfast, Ireland.

To the Editor:

You may send me the BULLETIN steadily. I have gone back to the drug business after a much needed rest, and I would not be without your magazine for ten times its cost.

THEODORE B. WETTSTEIN.

Green Bay, Wisconsin.

## BUSINESS HINTS.

### A Souvenir May Day.—

Minor E. Keyes, of 204 Jos. Campau Avenue, Detroit, Mich., is an aggressive druggist who is always scheming something new. At least once a year he has a special day of some kind, and spends a week in advance in preparing for it and in getting people to look forward to the date. Last year he had a "Souvenir May Day," and the plan was

READ This Circular Through and Through



**SOUVENIR  
MAY DAY**  
Saturday May 18th

We are going to give a May Party here to our store on the above date. It will be a great day not only for our friends, but for our friends' friends. Everybody, especially YOU, are most cordially invited.

We are going to make the whole store interesting on May 18th—there will be special prices, sweeping reductions in every department, special offers, Free Soda, Free Souvenirs. We promise to make every visitor happy.

Be sure to come, remember the date **SATURDAY MAY 18th.**

**MINOR E. KEYES**  
204 Jos. Campau Avenue



**Delicious Soda  
Daintily Served**

Everybody likes our soda water with its sparkling freshness, its refreshing ice-coldness and its thoroughly pure and wholesome. We go to great pains to make each drink meet the particular taste of each individual customer, we serve it just as YOU like it.

**Leading Fruit Flavors**

Crushed Orange, Strawberry and Pineapple, made from fresh fruit.  
Cherry—made right—strawberry  
Ice Cream, Real Cream, Ice Cream, 15¢ quart.

**FREE SODA ON SOUVENIR DAY**

To customers of 15¢ worth of any drug store goods except patent medicines, we will give with our compliments a glass of our sparkling soda. Be sure and try it.

**MINOR E. KEYES**  
Pharmacist  
204 Jos. Campau Avenue

Front and rear covers.

"Our Treat" at the Fountain on Souvenir May Day

**Just A Few  
Souvenir Day Attractions**



Following are merely a few suggestion of the "good things" with which our store will be filled on May 18th. If you need anything in the way of drug store goods, and you surely will, make a note of your wants and do your drug store shopping here on SOUVENIR MAY DAY.

**Imported China  
200 Pieces Free**

The ladies especially will be delighted with the opportunity to procure absolutely free, handsome pieces of china including Caps, Saucers, Sugar and Cream Sets, Cake Plates, Salad Dishes, Pictures, Vases, etc. These will be presented with our compliments to all purchasers to the amount of 45¢, or over of any goods except patent medicines.

**Free to Girls**

A doll that opens and closes its eyes, prettily dressed with a purchase amounting to 45¢, not including patent medicines.

**Free to Gentlemen**

A set of strong, well made and handsome collar buttons to every gentleman making a purchase of 15¢, or over on SOUVENIR MAY DAY.

Let Us See YOU on Souvenir May Day

**A Can Of  
Vera Tooth Powder  
Absolutely Free**



To every purchaser of one of our SPECIAL Tooth Brushes at 15¢ we will give a can of this delightful Tooth Powder. The tooth powder is a bargain at the price. There is no offer that YOU should take advantage of on Souvenir May Day.

**25¢. Comb Free**

To every purchaser of a hair brush at 15¢, or over on May Souvenir Day we will give a choice of any 25¢ Comb. We have on unusual stock of brushes and combs to select from.

**Free To Boys**

Every boy making a purchase of 15¢, or over on Souvenir May Day of any goods except Patent Medicines may have his choice of a Bone Ball, Bat, Mask, or Glove. Boys should do some one else's shopping, it is necessary to get these prices.

**A Hint of Souvenir  
May Day Prices**

Witch Hazel full pint	15¢	University Chandeliers	15¢
Scissors 1 one per box	15¢	Regularly 35¢. In Souvenir Day	15¢
Shoe lot 1 dozen	15¢	Chocolate and Bon Bons	15¢
Reef, Wine and Iron reg-	15¢	Regularly 25¢. In Souvenir Day	15¢
larly per	15¢		
Excess Tooth Paste	15¢		

The two inside pages.

described in a four-page folder, 5½ by 8½ inches in size—all four pages of which are shown in the accompanying reproductions, greatly reduced in dimensions. When the day finally arrived it took several additional clerks to handle the people, and the feature was a brilliant success. The sales were nearly four times the average for a Saturday, and the advertising impetus given to the business lasted for several months—and by that time Keyes was making plans for another special day!

### A Tooth-brush Window.—

P. Henry Utech, of Meadville, Pa., displayed this tooth-brush design in his window some time ago with good results. The idea is more or less familiar to druggists, but is nevertheless a good one. It always attracts attention and sells the goods. The card in the bottom of Mr. Utech's window bore the following text, well displayed: "*Bristle-proof Tooth-brushes. Every Brush Guaranteed. Money Back if Not Satisfactory. 25 cents.*" The display was exhibited for two



weeks, and during that time over four dozen were sold. A network of fine wire was first constructed and nailed to cleats on the window ceiling. From the intersections of this the strings were then suspended. One string contained five toothbrushes looped on at equal distances apart; the next contained four brushes, and this process of alternation was kept up throughout the window. Dark-colored cheese-cloth was used as a background and on the floor of the window.

### A Soda Opening.—

Mr. Herbert G. Robertson, a pharmacist in Barrie, Ontario, makes quite a feature of his soda business and has what he calls a "palm room" for soda patrons reached directly from the street. By this method the ordinary transactions of the store proper are not interfered with. Mr. Robertson always has a soda opening on the first of May every year. Last year he issued a handsomely printed announcement containing the following text:

ROBERTSON'S.

We shall be pleased to see our many patrons at the reopening of our Palm Room, one door east of the Barrie Hotel, Dunlop Street, Barrie, on Wednesday, May 1st, 1907. A full line of Delicious Bon-Bons and Chocolates, as well as Novelties in Fancy Boxes, will at all

times be found at our store. Our Ice Cream, Ice Cream Soda, and all Fountain Drinks served to perfection. Open Evenings.

By methods of this kind Mr. Robertson has built up a large and profitable soda business, and when the patrons arrive at the store he sees to it that they are given the very best of service.

#### A Few May Sellers.—

Housecleaning is always a subject of interest to the women. An ad. indicating the various agents which are used in this work will find many readers. D. Chas. O'Connor, of Fitchburg, Mass., carries a number of aids for housecleaning which ought to enjoy a large demand if properly advertised. The following ad. appeared in Mr. O'Connor's local paper in April last year:

## MAY TIME IS HOUSE-CLEANING TIME

A period of the year dreaded by housekeepers. This necessary duty will be rendered less disagreeable by employing the aids mentioned here.

**RUBBER GLOVES** for protecting the hands,

50c, 75c pair

**KLEANALL**, a wonderful cleansing and bleaching powder; contents of one can make 2 gallons of washing fluid.....20c can

**CUTICLINE** removes paint, dirt, and grime from the hands.....10c and 25c can

**SILVER SOAP**, for polishing silverware.....10c cake

**NOXALL PASTE METAL POLISH** will make silverware look as good as new.....10c

Noxall Polish, liquid.....25c

**GRE-SOLVENT**, for removing grease stains, dirt, ink from the hands.....10c and 25c box

**INSECT POWDER**, for bedbugs, cockroaches, ants,

10c and 25c can

Disinfectants, deodorizers, germicides, fumigators, potash, ammonia, formaldehyde. Buy your Housecleaning Supplies at

## THE WHITE DRUG STORE

243 Main Street.

#### A Useful Envelope.—

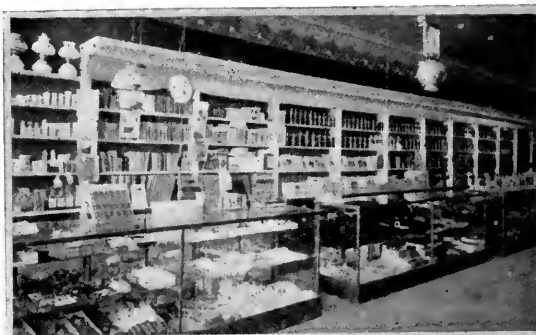
Frequently the patient wishes a copy of his prescription. Chas. J. Fuhrmann, Washington, D. C., utilizes a special

THE GUARANTEE THAT YOUR MEDICINES ARE THE BEST AND PUREST PROCURABLE IS THAT THEY ARE FROM	
<b>CHAS. J. FUHRMANN, Pharmacist,</b>	
8th and E. Capitol Streets, WASHINGTON, D. C.	
PRESCRIPTION DEPARTMENT	
For	.....
Price	.....
Do not hurry your druggist. Time is as necessary for the proper preparation of prescriptions as are care, competency, concentration of thought and pure material.	
We carry a most comprehensive supply of pure, standardized, up-to-date drugs and chemicals, together with a complete modern equipment. We are able to do perfect compounding, but with all must have time; frequently more is required than is anticipated.	
WE USE THE UTMOST CARE AND DISPATCH	

envelope for the purpose. It may also be used for enclosing stamps and other things which pass over the counter from time to time.

#### Using Souvenir Postals as Ads.—

We have previously referred to the fact in this department of the BULLETIN that many druggists have established the custom in the last year or two of sending out souvenir post-cards bearing pictures of their stores, thus taking advantage of the post-card craze. We are reproducing three such cards in this connection. They were issued by Olson &



Olson & Fjeldstad, the Pioneer Drug Store, Blooming Prairie, Minn.



Fjeldstad of Blooming Prairie, Minn., W. L. Cliffe of Philadelphia, and E. A. Pfefferle of New Ulm, Minn. The Cliffe and Pfefferle cards were photographs, while the card of Olson & Fjeldstad was a half-tone reproduction. Three other cards of this same general character were reproduced on page 517 of the BULLETIN for last December.



## PRACTICAL PHARMACY.

### Tincture of Cudbear.—

Some time ago the Northern Ohio branch of the American Pharmaceutical Association appointed a special committee to investigate the best process for making tincture of cudbear. At a recent meeting Mr. W. T. Hankey, a member of this body, reported that the recipe of the National Formulary is impracticable; that percolation consumes a large amount of time; that maceration yields a product as highly colored as that obtained by percolation, while the process consumes much less time. He carried out the following experiments with a view of finding what menstruum was best adapted for extracting the tinctorial power of cudbear, macerating different batches of this drug with water, 10-per-cent alcohol, 20-per-cent alcohol, 25-per-cent alcohol, 33⅓-per-cent alcohol (the N. F. strength of menstruum), 50-per-cent alcohol, 60-per-cent alcohol, 75-per-cent alcohol, 85-per-cent alcohol, and U. S. P. alcohol. He tested the tinctorial strength of each of these products by mixing a definite quantity of each tincture with the same quantity of water, these diluted watery preparations being exhibited at the meeting. From these dilutions it was clearly shown that 75-per-cent alcohol (alcohol, U. S. P., 75 Cc., water 25 Cc.) shows the maximum tinctorial power. All these tinctures experienced a decided change of color when acids were added to them.

Here is a process which Mr. Hankey offered as a distinct improvement on the official: Take 12.5 grammes of cudbear, 24 Cc. of 10-per-cent ammonia water, and 200 Cc. of water. Extract the drug by circulatory maceration for three days. Evaporate the watery extract to 50 Cc. Then add 33 Cc. of alcohol and water sufficient to make 100 Cc.

The extracted residue can be treated in the same manner as the original drug. According to Mr. Hankey the extraction with ammonia yields a product far superior to that produced by the N. F. process.

### Variations in the Capacity of Prescription Bottles.—

Pondering on the peculiarities of bottle-making, the thought occurred to the *National Druggist* to test a few of the prescription bottles on the market. It accordingly purchased a dozen each of two-, four-, six-, and eight-ounce vials, which the wholesaler represented as the best made. It found wide variations in the capacities of the bottles. This only serves to emphasize the inaccuracy of the filling process now so commonly employed by the best prescriptionists.

Judging from some data compiled by the *National Druggist* errors amounting to 14 per cent may be committed by such loose dispensing, a matter of serious import to the druggist and physician alike.

In view of these facts, it is evident that the pharmacist should select his prescription bottles more carefully than has been his custom, abandon the practice of filling into the bottle direct and using it as measure of quantity. For prescriptions containing no drugs of great potency, filling the bottles to fulness with the diluent may be excusable, but where active remedies are prescribed, there is too little accuracy.

### Compound Resorcin Ointment.—

At a recent meeting of the Chicago branch of the American Pharmaceutical Association, Henry Pfaff submitted a modification of the N. F. formula for compound resorcin ointment. He substituted white wax for paraffin, replaced one-half the amount of hydrous wool-fat with anhydrous wool-fat, and dissolved the resorcinol in a little water before incorporating it.

Zinc oxide .....	6 parts.
Bismuth subnitrate .....	6 parts.
Petrolatum .....	21 parts.
White wax .....	10 parts.
Hydrous wool-fat .....	17.5 parts.
Anhydrous wool-fat .....	17.5 parts.
Resorcinol .....	6 parts.
Water .....	4 parts.
Oil of cade .....	12 parts.

Mix the zinc oxide and bismuth subnitrate and levigate them thoroughly with 11 parts of petrolatum. Then melt the petrolatum and white wax together and incorporate the zinc and bismuth mixture in this base. Melt the wool-fats, and in them incorporate the resorcinol dissolved in the water, and thoroughly mix this mixture with the oil of cade. Rub the petrolatum and lanolin mixtures together, making 100 parts of compound resorcin ointment.

The product is perfectly smooth, is somewhat firmer than the official article, and is therefore a better dressing.

### Some Dangerous Incompatibles.—

In addition to the well-known explosive mixtures containing potassium chlorate in combination with charcoal, sulphur, sugar, salol, thymol, and other drugs, a mixture of potassium chlorate, calcium hypophosphite, and ferrous lactate is also mentioned (*National Druggist*). A mixture of potassium chlorate, ferrous oxalate, and corrosive sublimate is also explosive. An especial warning is given as to mixtures of potassium chlorate and potassium iodide. When these salts are brought in solution, chlorine is set free from the chlorate, and this liberates the iodine from the iodide, which in turn forms potassium iodate; this last salt is quite poisonous. It was found that a mixture of five to seven grains of each salt was sufficient to kill a dog.

### Cleaning Extract of Indian Cannabis from Fingers and Utensils.—

The resin or oleoresin of cannabis indica has the nature of a deep green resinous tar, very sticky, and impossible to remove by means of soap and water. The *Eclectic Medical Gleaner*, published by the Lloyd Library, says: "A piece of tissue-paper wet with chloroform will almost instantly remove this sticky substance from the fingers. Do not forget, however, that in this comment we do not refer to the inferior brown, aqueous extracts of cannabis."

Another method which has been suggested for removing cannabis indica extract from mortars and funnels is the use of sodium bicarbonate solution. It is a cheap and effective agent for the purpose.

### Vapor-tight Corks.—

According to the *Professional and Amateur Photographer*, corks may be rendered vapor-tight by dipping them into a mixture of

Gelatin .....	3 grammes.
Water .....	9 grammes.
Glycerin .....	7 grammes.

Soften the gelatin in the water and stir. When the solution is effected, incorporate the glycerin.

## BOOKS.

### A BOOK ON WINDOW DISPLAYS FOR DRUGGISTS.

During the last few years many druggists have realized that the window is at once the best and the cheapest advertising medium at their disposal, and with this conviction in mind they have sought to make the most of the opportunity. The consequence has been a considerable demand for a book on window advertising especially suited to the needs of druggists, but until now nothing of the kind has ever appeared. Responding to the situation, E. G. Swift, publisher of the BULLETIN OF PHARMACY, has just issued a book entitled "Window Displays for Druggists," and it will doubtless meet with a ready appreciation. The book is edited by Harry B. Mason, editor of the BULLETIN, and it is replete with practical suggestions from cover to cover.

Part I contains four chapters on the subject of window dressing in general. C. G. Buchanan, a well-known and successful druggist, contributes Chapter I on "Trimming the Window." J. T. Pepper, another practical druggist, gives "A Calendar of Window Displays," advising seasonable subjects for exploitation, and suggesting how one's window advertising may be properly systematized throughout the year. David R. Dorn, also a practical druggist, gives "Six Points to Observe in Window Dressing," and in the fourth and last chapter in Part I are a number of pointed, pungent sentences for use in window placards.

Part II constitutes the essence of the book and is made up of detailed descriptions of 109 individual window displays. Each display is illustrated by a handsome photographic engraving, and the book is printed on an expensive quality of coated paper in order that the cuts may show up to the best advantage. In addition to the photographic reproductions of every window, pen-and-ink drawings showing the construction of the display are given whenever necessary. The windows were all of them originally designed and used by practical druggists, and they represent prize displays selected from over a thousand sent in competition. Every one of them applies directly to the druggist's needs, and as a whole they represent every article and line in his stock.

The druggist who believes in advertising and pushing his business, and who particularly realizes that he should make the most of the invaluable opportunities presented by his windows, will find this book of great service to him. It contains 176 pages, 109 engravings, is printed on fine coated paper, bound substantially in cloth boards, and will be mailed postpaid for \$1.00. The publisher, as previously stated, is E. G. Swift, P. O. Box 484, Detroit, Mich.

HELEN, who is but three years old, is devoted to her building blocks. Her mother has told her that they are not to be used on the Sabbath. One Sunday, recently, Helen was discovered enjoying herself with the attractive playthings.

"Why, Baby, don't you know you should not play with your blocks on the Sabbath?" said her mother.

"But, mamma," came the quick reply, "this is all right—I am building a Sunday-school for my dolls."—*Lippincott's*.

## QUERIES.

*Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

### Coloring Flowers.

T. A. C.—Your question calls up an interesting topic. Within the past year or two quite a demand has been created for green carnations on St. Patrick's day. Dyes are also used to intensify flowers having a pale color, such as pale-yellow carnations, pale-pink roses, etc. In some cases the natural color can be modified, as in the production of yellowish-red flowers of snapdragon from yellow flowers. The method can also be utilized in the production of novelties such as green carnations and green roses.

Dr. Henry Kraemer, of Philadelphia, has published an interesting monograph on this subject. According to this authority, dye effects are readily seen in white flowers, and are produced by allowing the flower stalks to remain in a dye solution from one to two hours, when they are placed in water. White flowers may be changed to yellow, orange, blue, green, purplish-red or magenta, crimson, purple, salmon-pink, or gray by the use of the following dyes:

1. Yellow flowers are produced by the use of the dye known commercially as "Acid Yellow A. T.," which is chemically the sodium salt of disulpho-diphenylazin-dioxytartaric acid.

2. Orange-colored flowers may be produced by the use of the dye "Orange G. G.," which is the sodium salt of benzene-azo-B-naphthol-disulphonic acid.

3. Blue flowers may be produced by the use of the dye "Cyanol F. F.," which is the sodium salt of meta-oxy-diethyl-diamido-phenylditolyl-carbinol-disulphonic acid.



THREE N. A. R. D. GROUPS.—The "snapshots" shown on this and the opposite pages were taken by J. F. Finneran, of Boston, at the Chicago convention last September. In this view some of the national officers are shown. Reading from the left, the three men in the first row are President-elect Thomas H. Potts, Retiring-President Charles F. Mann, and Arthur Timberlake. The men in the rear row are Vice-President Charles L. McBride, Secretary Thomas F. Wooten, Treasurer Louis Emanuel, Attorney Joseph Errant, and Editor Charles M. Carr.



**THREE N. A. R. D. GROUPS.**—This picture was snapped just outside the Convention Hall. At the left stands Arthur Timberlake, of Indianapolis, who served as one of the assistant secretaries during the convention week. Dr. William Muir, of Brooklyn, occupies the center of the group, while Harry B. Mason stands at the right.

4. Green flowers may be produced by the use of equal parts of the dyes "Acid Yellow A. T." and "Cyanol F. F."

5. Purplish-red flowers are produced by the use of the dye "Acid Magenta," which is the sodium salt of the trisulphonic acid of rosaniline.

6. Crimson flowers may be produced by the use of equal parts of the dyes "Acid Yellow A. T." and "Acid Magenta."

7. Purple flowers may be produced by the use of equal parts of "Cyanol F. F." and "Acid Magenta."

8. Salmon-pink flowers may be produced by the use of the dye "Brilliant Croceine M. O. O.," which is the sodium salt of benzene-azo-benzene-azo-B-naphthol-disulphonic acid.

9. Gray flowers may be produced by the use of the dye "Naphthol Black B.," which is the sodium salt of disulpho-B-naphthalene-azo-A-naphthalene-azo-B-naphthol-disulphonic acid.

Dr. Kraemer declares that he has also tried feeding these solutions to the growing plants, and found that carnations growing in an artificial soil, the basis of which is sand, will take up the solutions and show the effects in the flowers. The dyes are taken up chiefly through the tissues of the veins and are gradually diffused in the adjoining cells. The plants are not injured by the solutions, and if they are properly used neither the texture nor odor of the flowers is affected.

#### *A Clear Solution of Magnesium Citrate.*

W. B. wants to know how he shall make a solution of magnesium citrate and keep the preparation clear.

In making the troublesome solution of magnesium citrate, U. S. P., it is preferable to use a stock solution of the salt in concentrated form and then prepare the U. S. P. product extemporaneously.

Emile Brunor, Phar.D., suggests an improvement for the preparation of the concentrated solution: he adds the simple syrup and fills the bottles with carbonated water. The following formula has given him the best satisfaction:

Magnesium carbonate.....	15 Gm.
Citric acid.....	27 Gm.
Oil of lemon.....	1 drop.
Simple syrup .....	60 Cc.
Hot water, sufficient to make.....	90 Cc.
Carbonated water, sufficient to make.....	300 Cc.

Dissolve the citric acid and magnesium carbonate in enough hot water to make 90 Cc.; drop the oil of lemon on the magnesium carbonate before it is added to the citric acid solution, and when the reaction is completed, filter.

This concentrated solution of magnesium citrate will keep

for a month or more if it be kept on ice in completely-filled sterile bottles.

To make a bottle of solution use 90 Cc. of the concentrate, add 60 Cc. of simple syrup, and then add a sufficient quantity of carbonated water, or so-called soda water, to make 360 Cc.

It is imperative that the carbonated water be very cold when poured into the bottles, as it is then fully charged and retains its pungency longer. Dr. Brunor fills his bottles from the tap or draught of the soda fountain, that being the most convenient way. It will be noted that by dispensing with the potassium bicarbonate a saving of 3 grammes of citric acid is effected, which also makes the product more palatable.

A fine flavor can be imparted to the solution by using freshly-grated lemon peel.

#### *Regarding the Guaranty Phrase Under the Food and Drugs Act.*

H. E. S. puts the following question to us: "Is it unlawful to put on a label 'Guaranteed under the food and drugs act' or 'Guaranteed by us to comply with the food and drugs act' without actually filing a guaranty with the government?"

We have submitted this question to a Detroit lawyer who has made a close study of the recent food and drug enactments, Mr. C. M. Woodruff, and he replies as follows:

"There is no law making it an offense to print upon a label 'Guaranteed under the Food and Drugs Act' notwithstanding no guaranty has been filed with the Department of Agriculture. It is possible that the Department of Agriculture might hold that such a statement amounted to an assertion that the government guaranteed the product, and that it was therefore false and misleading and amounted to a misbranding. The writer does not conceive that the courts would sustain such a contention; nevertheless if you can avoid the contention it is wise to do so. There is, however, nothing that would prevent your printing upon the label a more definite statement from which nothing but what you have said can be inferred. For example: 'I guarantee this package and the contents thereof to conform to the Food and Drugs Laws.



**THREE N. A. R. D. GROUPS.**—Here we find Secretary Wooten in the hands of the ladies. The first row, reading from the left, comprises, besides Mr. Wooten in the center, Mesdames Wallace, Heinritz, Moriarity, and Staples. The ladies in the rear row are Mrs. O'Brien, Mrs. Griffin, Mrs. Ernst, Mrs. Finneran, and Mrs. Lerche. Mr. T. B. Moriarity stands at the extreme right.



FOUR JAPANESE PICTURES.—For the interesting series of Japanese views which we are able to show on this and the opposite pages we are indebted to Mr. Chobei Takeda, of Osaka, one of the foremost wholesale and export druggists of Japan. Mr. Takeda's own establishment, however, is not represented in the series. All four pictures are illustrations of stores in the wholesale drug district of Osaka. In this view we see the establishment of Maruzen-Yakuten. Note the Japanese rickshaw at the left of the picture.

Herbert E. Sanderson, Mt. Vernon, Ohio.' The only question then that could arise is: Would this be a 'sufficient guaranty' under the law? The writer is not able to see why it would not be."

#### Three Queries in One.

E. A. C.—The following formula has been recommended for a

#### WHOOPIING-COUGH REMEDY.

Ammonium bromide.....	32 grains.
Tincture of lobelia.....	32 minims.
Tincture of belladonna.....	32 minims.
Syrup of tolu.....	½ ounce.
Water of chloroform.....	1 ounce.
Water, enough to make.....	2 ounces.

Dose: One drachm every four hours for children of one to five years.

#### COCOANUT OIL HAIR TONIC.

Cocanut oil .....	10 drachms.
Peruvian balsam .....	3 drachms.
Rum .....	12½ ounces.
Tincture of cinchona.....	10 drachms.
Eau de Cologne.....	10 drachms.
Distilled water .....	6 ounces.

Add the oil to the eau de Cologne and mix it with the rum. Add the balsam and tincture. Lastly add the water. Allow the preparation to stand for three days and filter through paper wetted with proof spirit.

#### LIPPIA MEXICANA.

This drug has been used as a demulcent expectorant. It is given in ½- to 1-drachm doses of a 25-per-cent tincture.

#### Interstate Reciprocity.

J. B. S.—It is never possible to tell with exact accuracy what boards of pharmacy exchange registration certificates with one another. Many of the boards are constantly modifying their rules and decisions, and the conditions under which particular certificates are exchanged also need to be considered in every individual case. From the best sources of

information the following States and Territories reciprocate: Alabama, Arizona, Arkansas, District of Columbia, Florida, Georgia, Indian Territory, Oklahoma, Louisiana, New Mexico, Maine, Maryland, Massachusetts, Michigan, Oregon, Ohio, South Dakota, Vermont, and West Virginia—19 in all. We suggest that you write the secretary of the board in which you are particularly interested. A full list of secretaries was printed on page 524 of the BULLETIN for December, 1907.

#### Violet Witch-hazel and Elixir of Aloin, Strychnine, and Belladonna.

E. B. B.—The following formula for a violet witch-hazel was contributed to the BULLETIN for November, 1905, by H. C. Fueller, of Grafton, West Virginia:

Glycerin .....	8 ounces.
Violet water.....	8 ounces.
Alcohol .....	8 ounces.
Distilled water, q. s.....	1 gallon.
Boric acid .....	½ ounce.
Color with evergreen "Y."	

#### ELIXIR OF ALOIN, STRYCHNINE, AND BELLADONNA.

The following formula is borrowed from the *Standard Formulary*:

Aloin .....	32 grains.
Strychnine sulphate .....	1½ grains.
Simple elixir, sufficient to make...	16 fluidounces.
Fluidextract of belladonna root.....	64 minims.

Dissolve the alkaloidal salt in the elixir by trituration in a mortar, or agitation in a bottle; add the aloin, agitate until solution is effected, and then add the fluidextract of belladonna. Filter if necessary.

#### The Color of Alkaline Antiseptic N. F.

H. C. writes: "What is the proper shade of red for this preparation? I made the tincture of cudbear according to the National Formulary, but on adding it to the alkaline antiseptic the resulting color is not the same as that of corresponding



FOUR JAPANESE PICTURES.—Here we see the wholesale drug business of I. Harumoto in Osaka. It will be noted in all of these pictures that the activities of trade are largely conducted right on the street. Nearly the entire front of the building is open, and the interior is shallow in comparison with American stores. At night the stock is locked up in a "godown"—a fireproof structure of mud and stone situated somewhere in the rear. Many private individuals, it may be added, have these "godowns" for the preservation of the more valuable of their household articles.



**FOUR JAPANESE PICTURES.**—This view and the next show the establishment of a wholesale dealer in licorice-root—that of T. Takahashi. On the right of the present picture are piled up the bales of licorice as they are imported from China. On the left, the roots are seen cut up into regular lengths and packed in paper bags ready for sale to the retailer. The men in the center of the picture are engaged in the task of packing the licorice in this manner.

preparations. Possibly I do not exhaust the cudbear sufficiently."

Of course, the depth of color will vary directly with the amount of cudbear dye contained in the tincture. Your own explanation is satisfactory.

#### *Buckthorn Cordial.*

J. G. S.—We are unable to furnish you with the proprietary preparation which you mention. The following formula for a buckthorn cordial may, however, serve your purpose:

Buckthorn bark .....	100 Gm.
Berberis aquifolium.....	37 Gm.
Diluted alcohol .....	233 Gm.
Coriander .....	17 Gm.
Angelica root .....	2 Gm.
Oil of anise.....	13 Gm.
Oil of orange.....	13 Gm.
Oil of cassia.....	.005 Gm.
Granulated sugar .....	288 Gm.
Fluidextract of licorice.....	12 Gm.
Tincture of cudbear, a sufficient quantity.	
Water, enough to make.....	1 liter.

Make a decoction of buckthorn bark at 212° F., and filter it in the cold. Then dissolve the sugar in the resulting filtrate. Pack the coriander, berberis, and angelica, previously reduced to a coarse powder, in a percolator, and exhaust the drugs with diluted alcohol in which the oils have been dissolved. Lastly mix the buckthorn solution, the aromatic tincture and the tincture of cudbear together. Then add the fluidextract of licorice and enough water to make the product measure one liter.

#### *A Difficult Ointment.*

E. W. wants a method for mixing this ointment. He has tried many different ways, but in each instance the ichthyol separated out.

Ichthyol .....	10
Resorcin .....	5
Mercury ointment .....	35
Hydrous wool-fat .....	50

We recommend that E. W. triturate the ichthyol and hydrous wool-fat and then add the resorcin and the mercury ointment. In our experience with this method no separation took place in several days. No other procedure was consequently tried.

#### *Envelope Gum.*

J. M. N.—The gum used by the United States government on postage-stamps is probably one of the best that could be used not only for envelopes but for labels as well. It will stick to almost any surface. Its composition is said to be the following:

Gum arabic .....	1 part.
Starch .....	1 part.
Sugar .....	4 parts.
Water, sufficient to give the desired consistency.	

The gum arabic is first dissolved in some water, the sugar added, then the starch, after which the mixture is boiled for a few minutes in order to dissolve the starch. Then it is thinned down to the proper consistency.

Cheaper envelope gums can be made by substituting dextrin for the gum arabic, glucose for the sugar, and adding boric acid to preserve and stiffen the product.

#### *"Extract" of Cod-liver Oil with Creosote.*

M. J.—

Gadual .....	40 minims.
Creosote .....	64 minims.
Alcohol .....	23 minims.
Glycerin .....	23 minims.
Oil of orange peel.....	8 minims.
Fullers' earth or talc.....	sufficient.
Sherry or orange wine, enough to make.....	1 pint.

Dissolve the gadual, creosote, and oil of orange peel in the alcohol. Add the fullers' earth or talc and a portion of the wine. Let the mixture stand for twenty-four hours with occasional agitation and filter clear. Add glycerin and wine sufficient to make one pint.

Perhaps we ought to include hypophosphites in the foregoing formula. They may be added if desired.

Each ounce represents 4 minims of creosote and a gadual content equivalent to 25 per cent of cod-liver oil.

#### *Hair-wash Powder.*

W. L. D.—The following mixture will doubtless serve your purpose:

Borax .....	1 ounce.
Flowers of camphor.....	½ drachm.
Oil of rosemary.....	10 drops.

Mix to make one pint.



**FOUR JAPANESE PICTURES.**—This portion of the Takahashi store is situated right alongside that shown in the previous picture, and both views indicate that this establishment, like the others in the series, opens right onto the street and transacts its work within a few feet of passers-by. In the present engraving the men are seen cutting the licorice-root into lengths suitable for the packages shown in the previous illustration.

*A Viburnum Preparation.*

C. A. W.—The following mixture will doubtless prove satisfactory:

Cramp bark .....	4 avoirdupois ounces.
Cassia bark .....	2 avoirdupois ounces.
Skullcap .....	1 avoirdupois ounce.
Wild yam .....	1 avoirdupois ounce.
Cloves .....	½ avoirdupois ounce.
Alcohol,	
Water,	
Glycerin, of each.....	sufficient.

Mix the drugs and reduce them to a powder. Extract with a menstruum composed of 1 volume of glycerin, 1 of water, and 2 of alcohol, so as to obtain 32 fluidounces of product.

*Tar Shampoos.*

W. H. W.—For a liquid tar shampoo we suggest the following formula:

Green soap .....	12 ounces.
Potassium carbonate .....	2 ounces.
Alcohol .....	16 fluidounces.
Oil of tar.....	30 drops.
Water, enough to make.....	4 pints.

Dissolve the soap in the alcohol and add the oil of tar. Dissolve the potassium carbonate in a portion of the water and mix it with the soap solution, then adding sufficient water to make four pints. Let the mixture stand several days, shaking occasionally, and then filter it.

*TAR SHAMPOO PASTE.*

Castile soap, white.....	4 ounces av.
Potassium carbonate .....	1 ounce av.
Water .....	6 fluidounces.
Glycerin .....	2 fluidounces.
Oil of tar.....	15 drops.

To the water add the soap, in shavings; then incorporate the

potassium carbonate, and heat the mixture on a water-bath until it is thoroughly softened. Add the glycerin and oils. More water may be used if necessary.

*A Non-greasy Skin Cream.*

E. D. H.—A formula of this kind, contributed by Dr. I. V. S. Stanislaus, appeared in the March BULLETIN in the department of "Letters." Others have appeared in this department in recent issues.

*A Hard Cement.*

E. H. L.—Melt 1 part of wax and 3 parts of shellac, and work into the mixture while still warm 2 parts of gutta-percha cut fine.

*Short Answers.*

H. W. M.—Dry cells for automobiles are not commonly recharged. This procedure costs as much as a new cell. Owners of automobiles throw away their dry cells when the charge is exhausted.

H. R. H.—For magenta dye, see the query on coloring flowers in this department of the present issue.

H. C.—The ordinary fluidextract of stillingia is used in making the syrup.

F. G. K.—We are unable to furnish formulas of proprietary preparations.



A SUCCESSFUL MICHIGAN PHARMACY.—That the "chance" for young men has not disappeared is demonstrated by the experience of C. F. Frantz, druggist, 407 Center Avenue, Bay City, Michigan. Eight years ago Mr. Frantz started in business in a modest way. He had inherited no legacies. He did most of his own work. To-day Mr. Frantz has the modern drug store shown in the picture, an establishment that carries a complete line of pharmaceuticals and sundries. This achievement was acquired by a constant and unswerving effort to serve his patrons. But Mr. Frantz owes his success to the confidence of the physicians no less than to his customers. He has always given special attention to prescription work.



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## THE BULLETIN OF PHARMACY

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## THE MONTH'S HISTORY.

### THE FOOD AND DRUG BILLS.

Food and drug legislation still continues to be the chief subject of interest in current pharmaceutical history. We are informed that in New York State the druggists have gotten sufficient support for the Whitney bill, previously described in these columns, to warrant its passage. This bill concerns itself with drugs only, and the enforcement of the act is placed entirely in the hands of the State Board of Pharmacy. In Maryland, where a fight has all along been waged over the question of jurisdiction and enforcement, the various interests were finally unable to agree, and the legislature has adjourned without the enactment of any law. Two or three bills are pending in Ohio, but the drug interests are in favor of the Crist-Braun measure,

which among other things places the enforcement of the act in the hands of the State Food and Dairy Commissioner, whose first assistant, by the way, is a prominent pharmacist and the secretary of the State Pharmaceutical Association—Theodore D. Wetterstroem. A bill is now pending in the legislature of Rhode Island, and it is provided in this that jurisdiction over the law shall rest in the hands of a special commission of three persons appointed by the governor. Several measures are under consideration in the Oklahoma legislature. The enactment of a food and drug law in Kentucky was reported upon by us last month, and another has been enacted in Virginia.

* * *

### FOOD AND DRUG AFFAIRS IN WASHINGTON.

Turning now to the situation in Washington, we may first report that the Senate has passed two amendments to the Federal food and drugs act. One would make the Homeopathic Pharmacopœia a standard alongside the U. S. P. and the N. F. The other, bearing Senator Heyburn's name, is intended to prevent manufacturers from so using the guaranty phrase on labels ("Guaranteed under the food and drugs act of June 30, 1906") as to deceive the consumer into thinking that products were really guaranteed by the government. As originally designed, the Heyburn bill would actually have outlawed this guarantee phrase entirely, but the measure was afterwards modified as the result of a spirited protest made by a number of men prominent in the drug trade. A third amendment to the food and drugs act, proposed in the bill introduced by Representative Mann, would give the government power to establish a new set of food and drug standards known as "the United States standards," but against this members of the drug trade have argued with much force and conviction that a great deal of harm would be done if the U. S. P. and the N. F. were discarded as authorities and if the government were given power to establish something else in their places. It is not likely that the Mann bill will pass the house.

**THE WORD "CURE"  
AND PAT-  
ENT MEDICINES.**

The Harper case in Washington has attracted a good deal of attention. As we reported last month, the jury decided that Mr. Harper, in making and selling his product known as "Cuforhedake Brane Fude," was by virtue of the very title of his preparation violating the misbranding clause of the Federal food and drugs act. Mr. Harper's attorneys asked for a new trial, and this being denied after argument, the case was appealed to a higher court. We have, therefore, not heard the last of the Harper suit. In the meantime, the lower court has ignored President Roosevelt's request that the jail penalty be prescribed, and instead has imposed a fine. Incidentally we may remark that the outcome of the Harper suit is going to have the effect of greatly limiting the use of the word "cure" in the titles of proprietary articles, and in the claims made for these articles on the label. Already a number of manufacturers have "gotten in out of the wet," and we observe that in Colorado the "Bureau of Food and Drug Inspection," following a recent investigation, has warned druggists and others to be wary of the word "cure" and to substitute the word "remedy."

* * *

**ANTI-SUBSTITU-  
TION LAW  
IN KENTUCKY.**

Reverting now to the first paragraph in this month's review of current history, that in which reference was made to the State food and drug bills of the present season, we may say that the Kentucky measure, already made law, incidentally contains a section which in effect amounts to an anti-substitution act. It is almost similar to the anti-substitution law passed in New York State two or three years ago, and it reads as follows:

That for the purpose of this act an article or drug shall be deemed to be adulterated if in putting up any drug, medicine or preparation, proprietary or otherwise, used in medical practice, or if in making up a prescription or filling an order for drugs, medicines or preparations, proprietary or otherwise, one article is substituted or dispensed for a different article for or in lieu of the article prescribed, ordered and demanded, or if a greater or less quantity of any ingredient specified in such prescription, order or demand is used than that prescribed, ordered or demanded, or if it deviates from the terms of the prescription, order or demand by substituting one drug for another.

*Provided*, that except in the case of physician's prescriptions nothing herein shall be deemed or construed to prevent or impair or in any manner affect the right of the druggist or pharmacist, or other person, to recommend the purchase of an article other than that ordered, required or demanded, but of

a similar nature, or to sell such articles in lieu of an article ordered, required or demanded, with the knowledge and consent of the customer.

* * *

**TWO NEW ANTI-  
COCAINE LAWS.**

Of the anti-cocaine bills of the present season, at least two have been made law—the Massachusetts and New Jersey measures mentioned in this department last month. In many respects the Massachusetts law is the most radical anti-cocaine act in the country. The mere possession or custody of cocaine, its salts or synthetic substitutes, with intent to sell or give away, will subject the possessor to imprisonment and fine. The products may not even be sold on physicians' prescriptions, and the sale of proprietary preparations containing them will subject the pharmacist to an imprisonment for at least six months and a fine ranging from \$250 to \$500. So far as such proprietary preparations are concerned, however, the pharmacist will not be deemed to violate the law until after he has been notified by the State Board of Health that a given product has been placed on the tabooed list. Other anti-cocaine and anti-narcotic measures are pending in the legislatures of Ontario, Ohio, New York, and possibly one or two other States. In the meantime we observe that existing anti-narcotic laws are being enforced with considerable rigor in some sections of the country, notably in Chicago and Boston.

* * *

**DRUGGISTS AND  
THE PROHIBITION  
MOVEMENT.**

Recent editorials in the BULLETIN on the relation of the druggist to the prohibition movement now sweeping over the country have apparently attracted considerable attention. We have received a number of letters from prominent pharmacists holding up our hands and asking us to continue in the good work. The *Pharmaceutical Era* has given its editorial support to the cause, while in a recent issue of "N. A. R. D. Notes" we find our March editorial reprinted in full and commented upon at some length. The "Notes" calls attention to the peril that the druggists of the country are now called upon to face. It urges its readers not to seek to make capital of the prohibition movement, and it declares that "honorable druggists who hope to hand down to their children and grandchildren untarnished names will dispense liquor, if at all, for legitimate purposes only, in spite of the temptation that may be offered to induce them to do dif-

ferently; certainly they will in no wise enter into competition with the boot-legger and the hole-in-the-wall."

* * *

#### A TIME OF DANGER.

It is very gratifying to observe that in some sections of the country the pharmacists are heeding

advice of this character and are seeking to avert the threatened catastrophe. Thus we find that Jesse L. Nelson, of Jackson, Tennessee, a prominent figure in the N. A. R. D. councils, printed a large advertisement in a local newspaper resenting the charge so frequently made that drug stores would seek to avail themselves of the present opportunity provided by "dry" townships to do a thriving business in the sale of liquor. He offers, indeed, to give two per cent of his cash receipts for the establishment of a fund to reward any person or officer who arrests or causes the arrest of any druggist found running "a blind tiger." It is a time when druggists must stand up so straight that they will be in danger of falling over backward. They are under suspicion through the past misdeeds of a few members of the calling. We have before us as we write a newspaper clipping from Kansas announcing that Secretary Crumbine of the State Board of Health is planning a campaign against the druggists of Kansas who are conducting saloons behind drug-store signs. It is said that he has just returned from a trip of investigation, and has found a considerable number of so-called drug stores which are really nothing but saloons in disguise.

* * *

#### PROHIBITION AND THE SODA FOUNTAIN.

In a very legitimate sense, however, there is one respect in which the prohibition movement will be

of considerable benefit to the druggist. There is an old saying that "one man's meat is another man's poison." Observing the prohibition movement from the view-point of the honest druggist we might reverse the adage, for while temperance legislation has brought disaster to the liquor dealer, it ought to bring profit to the pharmacist's soda fountain. When the saloons are closed many a thirsty individual turns for relief to carbonated drinks. In dry sections the soda fountain should therefore thrive beyond all precedent. Habitual beer-drinkers will have to be content with acid phosphate or ginger ale. The gin fizz will be supplanted by lemonade, and as for a high-ball, this will become an impossibility. To the druggist such a condition of

affairs should represent a happy change of custom. In the prohibition territories every fountain owner will doubtless make the most of the opportunity. Now is the time to increase the consumption of soft drinks. This applies in a measure even to "wet" communities, for the moral influence of the prohibition movement must make itself felt everywhere.

* * *

#### AMENDING THE SHERMAN ACT.

Representative Hepburn has introduced in the lower house of Congress a bill seeking to amend

the Sherman act, but in one particular it is unsatisfactory to the drug trade. In effect the bill really does little more than recognize the common-law principle, in force prior to the enactment of the Sherman law, that a contract, agreement, or combination may or may not be in unreasonable restraint of trade or commerce. When this principle predominates it is the duty of the court in each instance to decide whether a given example of trade restraint is contrary to public policy or not. So far the Hepburn bill would doubtless be agreeable to the drug trade, but the measure goes on to provide that all judgments and decrees heretofore made in any actions or proceedings brought under the Sherman law may be enforced "in the same manner as though this [amending] act had not been passed." Under the terms of this proviso the Indianapolis decree would operate permanently to prevent the drug trade from gaining any advantage otherwise given it by the Hepburn amendment—manifestly a gross injustice. Prominent representatives of the jobbing and retail branches of the drug trade were present at a congressional hearing last month, and they apparently presented their case with such conviction that the House Committee was made to favor their point of view. From newspaper reports, however, we gather that Congress is not likely to pass any amendment to the Sherman act at the present session.

* * *

#### BREAKING BREAD TOGETHER.

It is exceedingly gratifying to note how frequently of late the pharmacists and physicians of the country have broken bread together. Joint banquets have been held all over the United States. Merely to mention a few places, we may speak specifically of two or three districts in Chicago, of Salt Lake City, of Evanston, Ill., and of Plainfield, Morristown, and Newark in New Jersey. Matters of

joint interest have of course been discussed on all these occasions. In Evanston, indeed, so much brotherly feeling has been engendered that a new society has been organized and the membership will comprise both pharmacists and physicians. The body will be known as the Evanston Pharmacological Society. For the most part all this is related to the N. F. and U. S. P. propaganda, and we may add that in Philadelphia the local association has furnished a list to physicians of the pharmacists who are qualified to dispense N. F. and U. S. P. goods of a satisfactory character. This list is made up of the members of the P. A. R. D., and it appears that it has incidentally served a good purpose in increasing the membership of the organization.

* * *

#### THE CURRIER PATENT LAW BILL.

The Currier patent law bill, introduced in Congress a month or two ago, does not contain the one feature desired by the drug trade—that no patent shall be granted to a citizen of a foreign country by the United States unless a corresponding patent is granted by that country to a citizen of this nation. The N. A. R. D. leaders are consequently seeking to have the measure amended. They are met with the argument that such an amendment would violate certain existing reciprocity treaties, but they quote Congressman Currier himself to the effect that an act of Congress is paramount to a treaty. It is exceedingly unlikely, however, that the Currier bill, amended or unamended, will be passed at the present session of Congress. Even the president is having some little difficulty in getting laws enacted which he deems to be necessary!

* * *

#### PHARMACEUTICAL REQUIREMENTS.

Professor Oldberg has argued for years that both registered pharmacists and assistant pharmacists should be provided for in every State, and that a considerable distinction should be made between the two classes. His point is that if there is only one class, or if the requirements for and the privileges of the two classes are not very far apart, the inevitable tendency is to increase the number of drug stores and decrease the supply of available clerks. In accordance with Professor Oldberg's views, the Chicago branch of the A. Ph. A. recently suggested a series of amendments to the Illinois pharmacy law. The chief proposition was that graduation from approved schools be made necessary in the case of registered pharmacists in the future, and

that, on the other hand, the rights of assistant pharmacists be extended somewhat so as to allow the proprietor more freedom, subject, however, to the rules and regulations of the Board of Pharmacy. Incidentally, while speaking of pharmaceutical education, we may observe that the Board of Pharmacy of South Dakota established a preliminary requirement on the first of January of three years of high-school work or its equivalent, and announced that on the first of next January a full high-school course of four years or its equivalent would be demanded of all board candidates.

* * *

#### WHY SERUMS ARE EXPENSIVE.

Every once in a while some municipality or some State agitates the question of making its own antidiphtheric serum, and about the only argument they can bring forth to excuse this unwarranted interference with private enterprise has reference to the price of the commercial article. Those who have investigated the situation, however, understand that antidiphtheric serum and other biological products can properly be produced only at an immense cost. This point was discussed in a recent editorial in the *Journal of the American Medical Association*. The *Journal* said: "The chief expense of such preparations as diphtheria antitoxin does not lie in the actual cost of producing the antitoxin, but in securing the absolute purity and safety of the product. It would be a simple matter to inject a horse with diphtheria toxin, draw off its blood and secure a large amount of an effective antitoxin at a very small cost. But it is the expert care and supervision, the skilled labor, and the extensive animal experimentation that is required to insure the sterility and absence of toxicity of the antitoxic serum which makes the marketable product expensive; and it is only in consequence of this care that we feel free to use the antitoxic sera, vaccine virus, and other biologic products that are available to us, knowing that harmful results are so very infrequent that they are lost sight of in the good that is done."

* * *

#### THE PHILA- DELPHIA COLLEGE.

Elsewhere in the present issue of the BULLETIN we are giving an account of the very interesting exhibit recently installed by the Philadelphia College of Pharmacy at the Pennsylvania State Museum in Harrisburg. This exhibit is to be perma-

nent and was made upon the request of the Museum authorities. Among other things, the Philadelphia College was asked to submit a series of portraits and biographies of the members of its faculty, and this series has taken the form of an illustrated brochure of 40 pages. The booklet is a very interesting one, and it cannot be doubted that the Philadelphia College has one of the strongest faculties in the country. Copies of the brochure could doubtless be procured by alumni of the College from the registrar, Mr. J. S. Beetem, 145 North Tenth Street, Philadelphia.

* * *

#### **NEW HOME FOR CHICAGO DRUG CLUB.**

No mistake was made in electing James E. Bartlett president of the Chicago Drug Trade Club. Scarcely had he assumed the chair when preparations were begun for moving the Club to more desirable quarters. A five-year lease has now been made of the seventh floor of the new building at 122 Franklin Street, and the location, the excellent elevator service, and the character of the new quarters themselves make the change a very desirable one. Incidentally something new is required in the way of partitions, decorations, and furnishings, and money for this purpose is being raised by Mr. O. T. Eastman, vice-president of the Club and chairman of the House Committee. When the new quarters have been fitted up properly the Drug Club will have a home of which it may well be proud.

* * *

#### **THE CUBAN SITUATION.**

A new turn has been reached in the Cuban situation with respect to Governor Magoon's recent decree. The pressure finally became so great from certain pharmaceutical circles in Havana that the governor appointed a commission to conduct an investigation and to report its findings to him. This Commission has now proposed that the decree be abrogated, that the graduation requirement still be continued in force, and that the "regente" evil be reached by providing that owners of drug stores who are at present illegally using the diplomas of graduates be permitted to continue in business on the condition that they employ a graduate, and that the latter be always on the premises when the store is open. Governor Magoon has not yet decided what he will do.

Reference was made in this department last month to the several liquor laws pending in Congress, all of which sought to prohibit the transmission of distilled spirits across the border into prohibition States. The drug trade endeavored to have these measures so amended that alcohol could be shipped when needed for legitimate purposes, but it is now announced that no one of the liquor measures is likely to be enacted at the present session of Congress.

* * *

In Lewiston, Ill., an itinerant vender of medicine, prosecuted because he had not taken out a license under the State law, was liberated by the jury on the ground that the monthly license of \$100 was prohibitory instead of regulative. Either for this or for some other reason the monthly license provided for in the bill pending in the Ohio legislature has been reduced from \$100 to \$25.

* * *

The success with which the "Allied Propaganda Committee" is operating in Greater New York has suggested an amalgamation of the five or six local societies existing in the city, while the M. A. R. D. has seriously considered going out of existence. It is doubtless true that the druggists of New York could profit by the tendency of the day toward concentrated and combined effort.

* * *

The Executive Committee of the N. A. R. D. held its regular semi-annual meeting in Chicago last month, and the members were given a rousing banquet on the evening of the 21st. The general feeling was one of decided hope. During the last few months the N. A. R. D. has been well supported by its constituency throughout the country, and its future is now assured.

* * *

The city of Newark, N. J., has enacted an ordinance prohibiting the sale of carbolic acid in solutions stronger than five per cent except upon physicians' prescriptions. Several ordinances of a similar character are now operative in different cities.

* * *

A war against dispensing by unregistered clerks has been announced by the Mississippi Board of Pharmacy, while in Columbus, Ohio, the Drug Clerks' Association is active in causing violators of the pharmacy law to be prosecuted.

## EDITORIAL.

### SOME INTERESTING DATA RESPECTING PRICES.

A druggist who modestly signed himself "H. H. H." contributed a note to our department of "Letters" last month asking what price ought to be charged for the following prescription:

Potassium iodide (Merck's).....	1½ ounces.
Fluidextract of sarsaparilla (P. D. & Co.) .....	2 ounces.
Fluidextract of burdock-root (P. D. & Co.).....	1 ounce.
Simple syrup .....	2 ounces.
Water, enough to make.....	8 ounces.

Mix and direct one teaspoonful to be taken after each meal.

"H. H. H." reported that the customer who brought this prescription to his store complained of the price charged her, and declared that it had frequently been prepared by another druggist for 70 cents. Our correspondent believed that such a price was ridiculously small, and he called for expressions of opinion from other readers of the journal. We have had a number of replies, and a few of the more characteristic ones are worthy of publication.

A. J. Delahoussaye, of Franklin, La., says he doesn't "see how any reputable druggist could charge less than a dollar and a half for this prescription." George W. Lyons, of Chrisman, Ill., hits upon the same figure and remarks that 70 cents would scarcely cover the cost of the ingredients. Chas. E. Willets, of Mars, Pa., declares that \$1.35 would be his charge. James B. Rahl, of Wooster, Ohio, would apparently be satisfied with a price of \$1.00. He figures out the cost of the material at 50 cents, and asserts that, whenever possible, a profit should be realized on all prescriptions of 100 per cent on the cost price, exclusive of a charge for the druggist's time and professional skill—although at \$1.00 nothing would be gotten in this instance beyond the profit of 100 per cent on the cost of the material itself.

Incidentally this reminds us of a series of very interesting figures printed in the February issue of the *Canadian Pharmaceutical Journal*. It appears that the Inland Revenue Department of Canada recently collected a considerable number of specimens of cream of tartar from drug stores throughout the Dominion with the object of testing them and announcing the results of the investigation.

Samples were in every instance purchased at retail by inspectors who were not known to the druggists, and the prices charged were therefore indicative of the regular retail prices at which cream of tartar is sold throughout Canada. These prices are incidentally given in the "Bulletin" of the Revenue Department and are full of significance.

Three ounces of cream of tartar were purchased in every instance, and the price ranged from 15 to 50 cents! In Nova Scotia no pharmacist asked more than 30 cents. Of the ten samples purchased in New Brunswick, two brought 25 cents, one 30, one 35, and the other six 45 cents. In Quebec the figures varied from 21 to 40 cents. In Ottawa the pharmacists were satisfied with prices of from 15 to 30 cents. In London 30 cents was the average. In Manitoba one man charged 15 cents, while two others asked 45. The high-water mark of 50 cents was reached only in British Columbia and the Calgary district.

From these facts it seems evident that there is an abundant opportunity for druggists to get together and settle on the prices of counter goods. We have heard a good deal of talk for years about uniform prices in the sale of proprietary medicines, but we have heard very little about selling figures on the thousand and one drugs and chemicals which, at least from a professional point of view, make up the backbone of the druggist's business. It is worth relating in this connection that the Detroit druggists have recently employed a paid secretary primarily for the purpose of taking up the N. F. and U. S. P. propaganda work, but secondarily to straighten out prices on counter goods.

That much could be done along this line by local associations generally cannot be doubted. Nor would it probably be found that the large retailers were a stumbling-block. Over in Canada, in the investigation previously referred to in this editorial, one wholesale house and one department store charged as much for a single ounce of cream of tartar as the greater number of retailers got for three ounces!

### REGARDING BOARD OF PHARMACY EXAMINATIONS.

During the last few months the BULLETIN has been running a series of questions and answers based upon board of pharmacy examinations. This new feature of the journal has proved so popular with our readers generally that in response to



numerous requests we have decided to establish a definite department for the purpose. This is inaugurated in the present issue of the BULLETIN.

All of which suggests a few words regarding the character of board examinations in general. The work of preparing and editing these questions and answers has often brought home to us a conviction which has frequently been given utterance in these columns, namely, that the average examination places too much emphasis upon isolated, arbitrary facts, and too little upon real knowledge.

The wide gulf existing between these two things was very convincingly pictured by Prof. James H. Beal in a paper read at the last annual meeting of the National Association of Boards of Pharmacy. Professor Beal pointed out, what all of us realize who have given the subject careful study, that the mere capacity to memorize miscellaneous facts argues no mental grasp whatsoever, and that "the most prodigious memories ever known have belonged to pure idiots." Professor Beal went on to say with striking truth that "an examination which tests only the information of the candidate would pass the idiot and reject a Franklin or an Isaac Newton."

All of which means that the questions best calculated to test the candidate's efficiency are those which involve the reasoning and logical faculties. A hypothetical question, asking a student what he would do under such and such circumstances, is pretty sure to bring out his real ability as a student and his safety as a dispensing pharmacist. For the same reason practical dispensing work is a very necessary supplement to the oral and written examinations, for when a candidate is given the tools of his craft and asked to do the things which will later on confront him in his actual duties as a pharmacist, he is quite likely to disclose the character and value of his training and equipment.

As Professor Beal asserted, however, mere questions of fact cannot be properly omitted from a board examination. While the fitness and safety of the pharmacist depend primarily upon his ability to think, he must by the very nature of his occupation have a considerable supply of miscellaneous information. To test the range and accuracy of this information is very properly one of the functions of an examining board. But the point is that questions of this character should be considered of secondary importance, and, furthermore, they should be given a lower rating by the examiner.

We strike here upon a very important aspect of

the problem. One question in a board of pharmacy examination may well be considered worth four or five times as much as another, and yet it is the custom to give all questions an equal credit—or at any rate a credit very nearly equal. A proper system of grading would go far to relieve many board examinations of the charge that they do not adequately test the candidate's efficiency, and that they favor the quiz-compend crammer at the expense of the man possessed of real knowledge and real capacity.

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#### IF DARWIN HAD ONLY KNOWN.

It is said that Darwin died depreciated by many scientific men. His book on the "Origin of Species" had been rejected by competent anthropologists. Since his death, however, he has gradually come into his own, and comparatively recent developments in the field of biology tend to strengthen the dead scholar's position. Bacteriologists working in their own domain have evolved an experiment which Darwin would have given much to know about.

Suppose we take a rabbit and inject it with repeated doses of human serum after the manner of conferring immunization. The animal develops a tolerance for the human blood and shows no marked reaction to the injection; but the serum of the rabbit thus treated will produce a precipitate in the serum of a human being. This reaction is a delicate one, and is used in legal practice to differentiate human and animal blood; even 0.01 Cc. of the rabbit serum will produce a precipitate in human serum.

If we now add to the serum of the rabbit which has been immunized against human blood, the serum of a dog, cat, horse, cow, or any non-human species, we do *not* get a precipitate. But if we add the serum of an anthropoid ape, the rabbit serum does give a precipitate, thus yielding the reaction distinctly characteristic of the blood of the human species.

While those who take particular pride in their ancestry will hesitate to own a common origin with the monkey even in the light of this new data, the facts remain of singular interest. The blood of a human being and that of an anthropoid ape are, so far as we know, identical in composition. They react to the same tests.

How much Darwin would have given for the information!

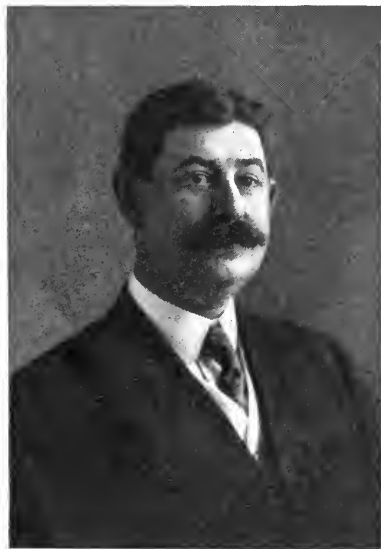
## PERSONAL.

### A SUCCESSFUL BOSTON PHARMACIST.

One of the most prosperous retail businesses in Boston is that of the Woodward Drug Co. There are two stores—one in the Paddock Building at 102 Tremont Street, and the other at 40 Bromfield Street. Mr. James F. Finneran is the president of the company and the leading spirit. Gardner E. Murphy, the treasurer, is not an active participant in the business.

The main store in the Paddock Building on Tremont Street is shown in an accompanying illustration. It occupies an interesting position right across the street from the Granary Burying Ground—one of the historic spots in Boston and the final resting spot of Samuel Adams, John Hancock, James Otis, and many others who occupy a conspicuous place in American annals.

It is not made sufficiently clear in the engraving



James F. Finneran, chief owner of the two prosperous stores in Boston of the Woodward Drug Co., and president of the Boston Druggists' Association.

that the pharmacy occupies the entire first floor of the structure. The main entrance to, and the hall of, the building is in the center, and the store is thus divided into two parts: these meet in the rear, however, and the space therefore describes three sides of a hollow square. Many people, assuming in their haste that the two front sections of the store are really separate pharmacies, often enter one for an article after they have been told in the other



Leading pharmacy of the Woodward Drug Co., of which Mr. Finneran is the president and leading spirit. The store occupies the entire first floor of the structure and is divided into two parts by reason of the fact that the entrance to and hallway of the building are in the center.

that it is not in stock. Thus the Woodward people catch them both going and coming!

There are many oculists, physicians, and dentists in the Paddock Building, and this fact considerably increases the business possibilities of the location. Messrs. Finneran and Murphy have a private office upstairs on the third or fourth floor where they conduct their correspondence and transact other important business away from the interruptions and the confusion of the pharmacy itself. This private office, by the way, is quite frequently the scene of committee meetings. Mr. Finneran is very active in pharmaceutical circles, is an energetic N. A. R. D. man, and at the present time is president of the Boston Druggists' Association.

### MR. HELFMAN ABROAD.

Joseph Helfman, well known to readers of the BULLETIN as the former Managing Editor of this journal for several years, and now an important member of the Executive Staff of Parke, Davis & Co., sailed for Europe a few days ago to spend three months in foreign travel. On the eve of his departure he was banqueted in royal style by 26 of his business associates at the Hotel Cadillac. A *bon voyage* was wished him in every manner known to the art of friendship and conviviality, and the next day he was presented with a final testimonial in the form of a handsome steamer trunk.

Knowing his German thoroughly, Mr. Helfman will spend much of his time in the dominions of the Kaiser. He plans also to visit Switzerland,

Holland, Paris, London, and some of the country districts of England. Few men are so well qualified by learning, linguistic ability, and powers of observation to make the most of an educational trip of



JOSEPH HELFMAN.

this character, and that Mr. Helfman will extract every ounce of pleasure and profit from the experience is apparent to those who know the man.

#### A SUCCESSFUL WOMAN PHARMACIST.

Miss Kittie W. Harbord, of Salem, Oregon, is perhaps the only woman pharmacist in the United



MISS KITTIE W. HARBORD.

treasurer and later on received the honor of being elected secretary. Whether she is still serving as secretary we are unable to state. Miss Harbord was present at the Indianapolis meeting of the American Pharmaceutical Association two or three years ago. Her chief object was to attend the meeting of the National Association of Boards of Pharmacy, which always gathers at the same time and place. She made so favorable an impression on the latter body that she was promptly elected a vice-president of the organization.

## OBITUARY.

### DANIEL R. NOYES.

The death of Daniel R. Noyes, president of Noyes Bros. & Cutler, wholesale jobbers in St. Paul, removes one of the most cultivated and accomplished men in the drug trade of the country. He was long a conspicuous figure in the National Wholesale Druggists' Association, while the retailers throughout the Northwest have frequently met him at their own State meetings and have heard his witty and genial addresses as the representative of the N. W. D. A.

Born at Lyme, Connecticut, in 1836, educated in the best schools of New England, serving as a volunteer in the Civil War, engaged for some time in the banking business in New York, Mr. Noyes went to St. Paul in 1868 and founded the house now known as Noyes Bros. & Cutler—the most extensive jobbing concern in the Northwest, with a trade extending to the Pacific coast and New Mexico. Throughout his long and successful career, however, Mr. Noyes played a prominent part in many activities outside the drug trade.

He was an officer in several banks and insurance companies. He was a leading member and officer in the St. Paul Chamber of Commerce. Conspicuous in religious, educational, and charitable work, he served at various times in such capacities as president of the Y. M. C. A., vice-president of the American Sunday School Union, and president of the Minnesota Society for the Prevention of Cruelty. Presbyterians throughout the country know him as one of the most prominent laymen in the church. Mr. Noyes traveled widely, read deeply, was a man of high and varied culture, and his loss will be deeply felt both in and out of the drug trade.

States who has ever served as a member of a State board of pharmacy. For several years she was not only a member of the Oregon Board, but was also

## PROFITS AND EARNINGS.

### A VERY PROFITABLE BUSINESS.

We have just received the annual statement for 1907 of a druggist in West Virginia whose statement for 1906 we criticized at some length on page 117 in the BULLETIN for March of last year. That we were able to be of some assistance to him will be apparent from a perusal of his present letter. It is also interesting to note that he has made his statement comply with the definite form which we have once or twice suggested in this department, and which was printed in the last number of the BULLETIN. The letter follows:

To the Editor:

Last year, when I sent you my statement for the year 1906, you thought it rather remarkable that one should make total net earnings of \$3121 from total sales of only \$8454, and you expressed the fear that I had not charged off a reasonable sum for depreciation in fixtures, soda-fountain equipment, and book accounts. You also expressed some doubt regarding the accuracy of my expense account.

I am enclosing my statement for 1907. You will see that I have used the general form of statement which you have suggested in the BULLETIN once or twice, and will note that I have not failed to write off a certain amount for depreciation in both fixtures and book accounts. So far as my expenses are concerned, let me explain that the total expense of \$1151 includes everything with the exception of a salary for myself. I take no money for my personal use from the store until the end of the year. I deposit all receipts in the bank, give checks for all expenses, and I am pleased to say that my store account in the bank agrees exactly with my cash-book at the end of the year. My rents and the interest on stocks and bonds more than pay my living expenses—which explains why I take no money from the store during the year. I always take the inventory myself, as I am very particular in that respect. My statement is as follows:

Total sales.	Purchases.	Stock increase or decrease (inventory).	Cost of goods sold.	Gross profits.	Expenses.	Apparent net profits.	Depreciation in fixtures.	Depreciation in accounts.	Total depreciation.	Actual net profits.	Inventory stock.	Inventory fixtures.
\$8293	\$4124	No change.	\$4124	\$4169	\$1151	\$3018	\$235	\$434	\$659	\$2359	\$3500	\$840

I cannot understand why other druggists do not make more money. It is true that we get full prices on patents, but we charge no more for prescriptions and other goods than druggists do in general. In conclusion let me say that any comments you may desire to make on my 1907 statement will be read with interest.

WEST VIRGINIA.

We ought to explain that "West Virginia's"

statement as he submitted it to us was a little confusing at some points, and in straightening it out in the form in which we have given it above it is barely possible that we may have erred somewhat. We have particular reference in this remark to the items of depreciation and to the question also of an increase or decrease in the stock as shown by the annual inventory. Waiving these differences aside, however, it remains only to be said that "West Virginia" certainly has a very profitable business. His gross profit is a little more than 50 per cent. His rate of expense would be 26 per cent if we included among his expenses an annual salary for himself of, say, \$1000. This leaves net profits of 24 per cent—a remarkable figure under any circumstances.

Reverting to the question of expenses, we may say, what has often been repeated in this department, that one ought never to estimate a percentage expense until the list of expenses has included the proprietor's salary. Even if "West Virginia" does actually live off the results of his private investments, his work throughout the year in the drug store certainly entitles him to a salary, and a percentage expense which does not include it is very misleading. For this reason those who examine the tabulated statement above with any care should bear this fact in mind. The "apparent net profits" are too large by just \$1000, the proprietor's salary not having been included in the expenses; and the "actual net profits" of \$2359 are also too large by the same \$1000. In this case the "actual net profits" are in reality the proprietor's total income from the business. The usual method of arriving at the "total income" is to add the actual net profits to the proprietor's salary.

An echo of the "drug trust" suits prior to the Indianapolis decree was heard last month when the Levi Drug Co., of Denver, asked for a temporary injunction against several local jobbing houses. It was refused by the judge and the case was dismissed.

* * *

The recent disastrous fire in Chelsea, Mass., destroyed among other valuable property no fewer than ten drug stores, prominent among which was the beautiful pharmacy of John F. Gilman, pictured on page 159 of the BULLETIN for April, 1907. We are exceedingly sorry to learn of the ill fortune of Mr. Gilman and his brother pharmacists.

## MY BEST ADVERTISING SCHEME.

**Several Druggists Contribute to This New Department of the BULLETIN—Each of Them Receives \$2.50 for Describing His Most Successful Advertising Plan—Two Soda Openings—Beating the Soap Mail-order Houses—Featuring a Unique Slide-line—Working up a Sale on Theatrical Cold Cream.**

Desiring to lay before our readers the description of special and unique advertising plans which have been conceived and executed with unusual success by druggists throughout the country, we recently announced that we would pay \$2.50 in cash for all accepted contributions of this character. The greater number of articles which have been sent in to us, however, have failed to comply with the requirements. These are as follows: (1) *Describe the plan with sufficient detail so that others will have no trouble in duplicating it.* (2) *Send along whatever printed matter was used to exploit it.* (3) *Tell what the results were.* Several druggists have sent contributions which not only conform to these specifications but which seem to us worthy of acceptance and publication for their novelty and merit. Some of the articles are printed this month, and others will follow in subsequent issues of the BULLETIN. It is our hope that this new feature of the journal will prove to be one of our most interesting and helpful departments.—THE EDITOR.

### How I Worked Up a Sale on Theatrical Cold Cream.

By W. H. WATSON, COVINGTON, Ky.

In an unceremonious way I will outline an advertising scheme which will add to the coffers of any reader of the BULLETIN who will turn it to account.

Some years ago I was located in Henderson, Ky., a thriving town of 17,000 population. Besides other places of interest it possessed a beautiful theater. This was patronized by many of the best shows on the road. Our store, owing to its location, was more frequently visited by the people comprising these companies than any other. In making purchases they would often inquire for theatrical cold cream, rouges, and other make-up supplies, only to be told "We haven't it." No store carried this line, and the proprietor hesitated about putting it in, in the belief that the demand did not justify purchasing the stock.

Being head clerk, and not wishing to lose these sales, I got busy and began experimenting with a cold cream, endeavoring to produce an article that would remove grease paint more rapidly than any cream then known to me. After repeated attempts I succeeded in producing an article which in one season was favored with the patronage of members of more than one hundred companies.

Having made a success of cold cream, I took up grease paint and blending creams, and was equally successful with these. "But," you may ask, "how

did you introduce your goods to the profession without a great outlay of money?" Being acquainted with the manager of the theater, I asked each week for the printer's copy of the programme for the following week. From this I secured the names of the people in the cast. To each of these I addressed, care of the hotel, a personal letter requesting the actor or actress to call for samples, and soliciting an opportunity to demonstrate the superiority of our products. This letter brought many to our store who not only purchased these products, but other articles which they needed, and which they might have purchased elsewhere had we not solicited their patronage.

"See what other folks can do.  
Why with patience cannot you?"

When the cold cream had been pretty well introduced, I solicited testimonials from well-known actresses and made advertising capital of them by printing them in a circular or folder exploiting the product. Here, for instance, are one or two:

CHICAGO, ILL., Aug. 3, 1905.

W. S. Johnson & Son, Henderson, Ky.

MY DEAR SIRS:

I wish that I were able to fittingly express to you my appreciation of your Superba Theatrical Cold Cream. It is delicate, white as snow, and as fluffy as whipped cream, yet it removes make-up perfectly. It does not leave that sticky, disagreeable feeling, as do some other creams more widely known and used. For theatrical use it cannot be excelled,

and its peculiar, elusive perfume and delicate smoothness make it a perfect cream for daily use.

Superba Theatrical Cold Cream should find its place on the dressing table of every dainty woman.

Very sincerely,

LENORE FRAZEE,  
Soubrette.

Messrs. W. S. Johnson & Son.

DEAR SIR:

I state, without fear of successful contradiction, that your Belladerma Cream is the most elegant preparation for making up arms and neck, and as a foundation for general make-up, on the market. It does not rub off and soil the clothing as do many similar preparations.

Respectfully,

HELEN ASHLEY,  
In "Simple Life."

### My Method of Competing With the Mail-Order Soap Houses.

By A. L. REMINGTON, SILVER SPRINGS, N. Y.

Nearly every town as well as the cities are cursed with "soap clubs" and prize schemes of all kinds. My own town is thoroughly "Larkinized."



A. L. REMINGTON.

The idea of "a ten-dollar prize with a ten-dollar order" catches the masses who do not stop to think. It is up to the retail druggist as well as to other merchants to show the public that they are paying twice for their prizes, once in good, hard money, and once in the quality of the goods which accompany the prize. I am convinced that this can be done if we exercise patience and good judgment.

As every one knows, the mail-order soap houses now put out a line of family medicines in popular-sized packages, such as castor oil, olive oil, glycerin,

camphorated oil, spirits of camphor, etc., and the public seems willing to pay 25 cents for a four-ounce bottle of many of these things which the druggist is glad to sell at ten or fifteen cents.

### BEATING THEM ON THE SCORE OF PRICE.

My remedy for this evil is a campaign of education, and I have been at it for some time. I keep a large number of common household medicines put up and displayed prominently *with quotations*. I print a list of them every week in my newspaper space, with sizes and *prices*. I put up a 4-ounce bottle of castor oil for ten cents against the article from the soap house at 25 cents, a 4-ounce bottle of camphorated oil for 15 cents against 25 cents for theirs, a full pint of Dickinson's witch-hazel for 20 cents against 30 cents for my competitors'.

### TWO OR THREE INSTANCES.

Of course I have tact enough not to mention the soap house in my newspaper talks or in my store displays, but there are plenty of chances to bring out the fact to a customer that about half of his money goes to pay for the cheap prize when he orders from the soap factory. For instance, a man came into my store recently and handed me a 4-ounce bottle labeled "Larkin's Castor Oil." He said he wanted 15 cents' worth of castor oil. I said, "Your bottle will only hold ten cents' worth of the very best." A short time ago a woman brought in a pint bottle labeled "Larkin's Witch Hazel, full pint 30 cents, 10-per-cent alcohol." I filled her bottle for 20 cents. At the same time I called her attention to the fact that I was giving her a much better article than she had received in the bottle in the first place, one which conformed to every standard of strength and purity and which contained 15 per cent of pure grain alcohol.

I talk *quality* on every occasion of this kind, and it is certainly making a difference in business. I also take pint fluidextract bottles, or any other pound bottles which clean nicely, and fill them with 10-per-cent aqua ammonia. These I retail at ten cents. The articles from the grocery and soap houses are only about a third as strong and their bottle is smaller. I think the main thing in a campaign of this kind is a *constant display with prices*.

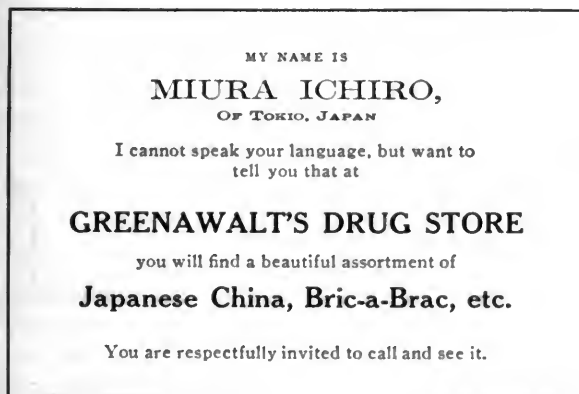
The same rule applies to soaps and perfumes. Preach *quality* and let the people know that you can sell standard goods at a lower price than unknown brands which are accompanied by cheap prizes.



**Featuring Japanese China as a Side-line.**

By WM. G. GREENAWALT, PHILADELPHIA, PA.

Some years ago, thinking that Japanese china would prove a good side-line, in connection with the drug business, I bought a lot of bric-a-brac and quite an assortment of dishes—plates, cups and saucers, etc. In order to advertise these new goods, I had some unique invitations printed with the following text:



These cards were enclosed in envelopes addressed to the various ladies who were most likely to be interested, and each envelope was tied to a Japanese doll, with narrow, inexpensive ribbon. The cut will show the appearance of the finished invitation, doll and all. I bought a great quantity of dolls for the purpose.

As a result most every woman responded and



This shows how Mr. Greenawalt got up his invitation to visit the Japanese exhibit. A Japanese doll was attached by a ribbon to the envelope.

came to see the line—most of them buying. They took it as a personal compliment, and it was said to be the most unique and clever advertisement I had ever used.

In fact, we sold so much Japanese ware that a

neighbor, across the street, seeing what we were doing, put in china and cut glass as a side-line. But we had had first innings and were ahead.

This idea may be easily adapted to any locality.

**Introducing Music Supplies as a Side-line.**

By J. E. TAYLOR, PH.G., GRIDLEY, ILLINOIS.

I am sending a description of a recent scheme I used to advance our music department. We ran various ads. and locals in our paper, and used our windows to good advantage. I cannot give you the exact wording of the "locals:" the papers have all been destroyed. I am sending along, however,

**This Coupon Is Worth 50c.**

Redeemable only in McKinley Sheet Music, 10c. edition, by complying with the following conditions:

For the next **15 Days Only**, we will give a **Special Price** on our **10-cent Edition McKinley Music** to advertise our music department. Only one coupon will apply on each \$1.00 worth purchased.

Bring this Coupon to the Drug Store and purchase 10 copies (choice 10c. edition) for \$1.00 Cash and we will give you

**FREE—5 Extra Copies, Choice 10c. Edition—FREE**

THIS OFFER IS GOOD UNTIL MARCH 10, 1908.

**\$1.50 WORTH OF MUSIC FOR \$1.00**

You may use as many coupons as you wish—each coupon will be redeemed as per above mentioned statements until March 10, 1908.

**City Drug Store**

GRIDLEY

ILLINOIS

a copy of the combination circular and coupon we used.

The store was decorated in various ways with copies of sheet music. We strung wire all over and hung the music from it by wire clips. Raised-letter signs were used in white and gold, stating the nature of the sale as described on the enclosed circular.

The sale on music was, as a result, something unusual for a town of this size, and we are now selling lots of it. We have our own catalogue out, containing a list of over 1200 kinds of sheet music

—vocal and instrumental, not to mention instruction books also. We are selling music as high as 75 cents a copy, and our special orders outside of the catalogue have numbered exactly 61 to date.

We send out a catalogue in any packages of goods destined for a house where we know there is a piano or organ, and we are also working nicely into supplies for all kinds of musical instruments. This scheme, let me say in conclusion, proved very satisfactory in introducing our music side-line, besides bringing numerous visitors to our store.

#### A Successful Soda Opening.

By W. J. DUNLAP, CANNONSBURG, PA.

I am very much interested in the announcement of your new department of "Best Advertising Schemes." In reply to your invitation I am describing an advertising plan which I worked out last spring with very good results. It was a soda opening.

I first went through our city directory and selected one member of each white family, thus se-



W. J. DUNLAP.

curing 1000 names. I then sent to these names one of the enclosed invitations to our opening.

At the opening itself I had a first-class orchestra and as a souvenir gave to the ladies a half-pound box of fine candy bearing my card. To the men I gave a fine cigar.

Did it pay? Well, I should say it did!

We had over 1500 visitors that evening, many

of whom were never in our store before, and I can count fifty new customers that we made by that one opening. We charged for everything we

**The Dunlap Drug Store**

Cordially invites you to  
attend their

**Annual Soda Opening**

**Tuesday evening, July the second**

nineteen hundred and seven

Marsha Block, 27 W. Pike street

Cannonsburg, Pa.

Soubentrs                      Orchestra 6.30 to 12

This invitation to Mr. Dunlap's opening was printed on a double sheet of nice stationery.

served, and it was all that twelve young men could do to wait on the trade.

As you will notice from the inside page of the invitation, I have recently remodeled my store. It was fitted by Bangs, of Boston, in solid mahogany and plate glass, and is a beauty. I made this a feature of my opening.

This town has a population of 8000. I am a new man here, but have doubled my business by good advertising schemes, more of which I will describe later if you care to use them.

#### How I Got the Ladies' Aid Society Interested.

By W. J. BOULET, GREEN BAY, WISCONSIN.

Early in the summer of 1906, while contemplating a soda fountain opening, this idea occurred to me: Located on the south side is a church with a live ladies' society. I approached the organization through one of its members with my proposition and asked her to take the matter up at one of the meetings. As the society is a "working" one, active in church matters and "doers" of things, the members fell in with my idea at once. For the opening we selected a Saturday about the middle of May.

#### MY PROPOSITION.

Our scheme was this: We would give the *entire* proceeds of the soda fountain on that day to the ladies' society, at no expense to them.

We paid for the advertising and everything con-

nected with the arrangement. The only condition was that we should furnish tickets good for a glass of soda or ice cream to be sold by the members or coworkers.

We distributed circulars announcing the opening and the arrangement. Later we sent out a letter urging the people to help the ladies, etc. We furnished as many tickets as the society demanded, and they were not few. These tickets were given to the boys and girls of the congregation by the ladies, and the young folks in turn sold them by a house-to-house canvass. Practically every home on the west side of the river was visited in the interests of this proposition, and our store came in for a liberal mention.

#### THE RESULTS.

The opening day happened to be rainy and disagreeable. But judging from the numbers served, with better weather we would have been unable to accommodate all. The society furnished us with six or eight young ladies to assist in cleaning

glasses and dishes. This was necessary, as we never serve soda or ice cream in any but polished containers.

The ladies cleared a neat sum of money and we received a large amount of advertising, which was the object in view. We served everything in the best way possible, just as though it were our own enterprise. The cost was small compared to the advertising which we received.

I regret that I cannot send specimens of the announcements which we used, but any one can with a little thought get up the proper circular. But he must be sure to give as much publicity to the scheme as possible.

The ladies wanted to allow us part of the money received, but we refused the offer, lest they think that we were "quitters." Besides accepting tickets for soda we also took cash, which was turned over to the society.

From an advertising view-point, I consider this scheme one of the best I have ever used.



A REPRESENTATIVE AUSTRALIAN PHARMACY.—This illustration shows a portion of the pharmacy of A. E. Durno, 184 Pitt Street, Sydney. A corner of the store, not shown in this view, is comfortably fitted up and used as a waiting-room for prescription customers. Among other features this corner has a table containing current literature which is at the disposal of waiting patrons. The prescription department is in the rear and is not shown in the illustration. Mr. Durno visited the BULLETIN office during 1907 while on a trip around the world, and at that time we printed a short interview with him (see advertising page 44 of the November, 1907, BULLETIN). Among other things it was pointed out that side-lines were much less common in Australia than in the United States, and that Mr. Durno enjoyed a very handsome patronage among the physicians of his city. Despite the differences between pharmaceutical practice in the United States and Australia, however, the Durno store is surprisingly American in appearance.

## IN THE HEART OF FASHIONABLE BOSTON.

**John G. Godding Has Two Pharmacies in the Elite "Back Bay District"—Something About Them and Their Owner—Mrs. Godding Prominent in the Work of the W. O. N. A. R. D.**

**By HARRY B. MASON.**

The "Back Bay district" of Boston is one of the most fashionable sections to be found in any American city. It begins at the upper end of Boston Common and skirts the Charles River for eight or ten blocks until it reaches the body of water known as "The Back Bay Fens." It is about four or five squares wide: Beacon Street is along the river front, and the other streets, named in order, are Marlborough, Commonwealth Avenue, Newbury, and Boylston.

Resting on Boylston, as you look at the city map, is Copley Square; and it is on Copley Square that the visitor finds one of the most interesting groups of buildings in America. Here is the beautiful Public Library of Boston, with its mural frescoes by Sargent, Abbey, and de Chavannes. Here is Trinity Church, everywhere recognized to be the finest specimen of modern Gothic architecture in the country. Here also is the Art Museum of Boston.

### MR. AND MRS. GODDING.

It is right in this "Back Bay" locality that John G. Godding has two pharmacies. It is scarcely

and the N. A. R. D., and for a long time he has been one of the bulwarks of the Massachusetts College of Pharmacy. Mrs. Godding, too, is well



Mrs. Godding.



Mr. Godding.

known as one of the small band of Boston women who caused the formation three or four years ago of the Women's Organization of the National Association of Retail Druggists. She has been secretary of the W. O. N. A. R. D. from the beginning. The Boston Chapter was the first to be created, and she has been president of this since its formation.

Mr. Godding has been in business for 25 years at the corner of Dartmouth and Newbury Streets—right in the very heart and center of the Back Bay district. Copley Square is only a block distant in one direction, and Commonwealth Avenue but a block in the other. Commonwealth Avenue, be it understood, is the pride of Boston, and here are to be found the wealthiest and the most fashionable people in the city. The street is very wide, runs from one end of the Back Bay district to the other, has a park in the center of the driveway throughout its entire length, and is flanked on either side with beautiful and stately residences.

necessary to introduce Mr. Godding to readers of the BULLETIN, is it? For years he has been a familiar figure at the meetings of the A. Ph. A.

## THE WHEELER STORE.

Last fall Mr. Godding bought the store of William D. Wheeler at the corner of Massachusetts Avenue and Beacon Street—down at the other end of the Back Bay district. Mr. Wheeler is well known as an active N. A. R. D. worker, and was a member of the National Executive Committee for two or three years. His reason for disposing of the store was that he wanted to begin the study of medicine in Tuft's College, but more recently I have observed reports in the eastern journals indicating that he has taken up the N. F. and U. S. P. propaganda work in Boston in behalf of the local association, and is now calling upon the physicians of the city systematically. The Wheeler store has a very attractive



This shows the exterior of the pharmacy formerly owned by William D. Wheeler at the corner of Beacon Street and Massachusetts Avenue. It was purchased by Mr. Godding last November.

front, as will be seen from one of our illustrations. Cars run by the store on both streets; the corner is a transfer point; and the consequence is that a considerable transient trade is enjoyed.

The Charles River is only a block away and may be seen from the front door of the pharmacy. Here, at the proper season of the year, one may observe the Harvard crews plying vigorously up and down the river, while on several occasions during the early summer intercollegiate rowing races are "pulled off" right within sight of the pharmacy. The "Harvard Bridge," leading across the river to the University some distance beyond, crosses the river at this point, and the cars going backward and forward pass by the store in both directions. The branch store is now under the management of Harry W. Blake, who was for



Exterior of the main Godding store at the corner of Dartmouth and Newbury Streets. This pharmacy is located right in the heart of the fashionable Back Bay district and is only a block distant from Copley Square.

thirteen years associated with the prominent pharmacy of Melvin & Badger at 43 Temple Place.

## THE ORIGINAL GODDING STORE,

at the corner of Dartmouth and Newbury Streets, is preëminently a family pharmacy, as may be realized from its location. Some of the "best people" in Boston are numbered among the patrons of the establishment, and the business is consequently a very desirable one. Nearly 160,000 original prescriptions—not counting "repeats"—have been dispensed in this store, and a considerable mail-order trade has been developed. The pharmacy itself, as will be gathered from one of



Interior of the main pharmacy, showing the store to be very dignified and rich in effect, harmonizing well with the district and the character of the trade enjoyed.

our illustrations, is rich and dignified in effect, thus harmonizing well with the district and the character of the trade enjoyed. Mrs. Godding is of considerable assistance to her husband in the management of the store, and in particular concerns herself with the Godding line of specialties. She has charge of the advertising literature and looks after its distribution. The 1500 book accounts of the establishment are also under her supervision. Twenty people, it may be remarked incidentally, are now required to transact the Godding business.

Mr. Godding originally came to Boston from Maine to enter the Massachusetts College of Pharmacy. During his attendance upon that institution he served as head clerk with E. S. Kelley, at the corner of Boylston and Berkeley Streets. Graduating in 1874, he next spent two years in Philadelphia, and then, returning to Boston, was manager for several years of the pharmacy of Levi Tower—now known as the Back Bay branch

of Theodore Metcalf & Co. Twenty-five years ago Messrs. Godding and Tower established the store at the corner of Dartmouth and Newbury, which Mr. Godding has ever since conducted, and of which he has for 15 years been the exclusive owner.

#### MR. GODDING AND THE MASSACHUSETTS COLLEGE.

I have already spoken about Mr. Godding's connection with the Massachusetts College of Pharmacy. I may say more specifically that he has been a member of the Board of Trustees for many years. For a long period he has also been treasurer of the college, and in the latter capacity he shares the responsibility with others of handling the Warren B. Potter fund, amounting to nearly \$200,000. The Massachusetts College has two or three other funds which are similarly managed by Mr. Godding and his associates. He was treasurer of the Boston Association of Retail Druggists for three or four years, but refused reelection at the annual meeting held while I was in Boston during January.

## THE SODA BIZ.

By FRANK FARRINGTON.

(With apologies to Edgar Allen Poe.)

Hear the merry, laughing belles,  
Sweet-voiced belles!  
What a pocketful of money all their mellow laughter tells!  
How they babble, babble, babble  
'Round the soda fountain bright,  
With their beaus who've had to scabble  
Getting money from the rabble  
For the hot midsummer night!  
Beating time, time, time,  
While you're waiting for a dime,  
Hear the chuckles and the laughter that inordinately swells  
From the belles, belles, belles, belles,  
Belles, belles, belles—  
From the giggling and the gurgling of the belles!

Hear the fuzzing of the fizz,  
Sparkling fizz!  
What a barrelful of profits are in the soda biz!  
How the glasses twinkle, twinkle,  
In the gay electric light,  
While a brilliance seems to sprinkle  
And the Sundae saucers tinkle  
With a crystalline delight!  
What a joy, joy, joy,  
For the soda-water boy,  
Who thus extracts from life all the happiness that's his,  
With the fizz, fizz, fizz,  
Fizz, fizz, fizz—  
With the squirting and the foaming of the fizz!

Hear the music of the clink,  
Silvery clink,  
When a nickel or a dime is coming in with every drink!  
How the jingle, jingle, jingle  
Of the quarters new and bright  
Seems to set the blood a-tingle  
As they musically mingle  
When the boss counts up at night!  
What a smile, smile, smile  
He is wearing all the while,  
As he sees a fortune growing out of—well, what do you think?  
It's the clink, clink, clink, clink,  
Clink, clink, clink—  
Just the mixing of air and water and a clink.



# MAKING CAPITAL OF THE POST-CARD CRAZE.

An Interesting Article From a Druggist Who has Observed the Conditions Both in this Country and Abroad, and Who has Made the Most of the Opportunity.

By WM. G. GREENAWALT.

Having traveled abroad, and knowing the popularity of picture post-cards, as most foreigners call them, I watched with eager interest their advent into America. I felt that they would become just as popular here, if not more so.

When they were first coming into vogue, I was located up on Broadway in New York. I was one of the pioneers in the post-card business, making some of the first window displays to be seen on Broadway.

Knowing that human nature is much the same in all countries, and feeling sure that Americans would buy postal cards at home, just as the travelers and tourists did abroad, I displayed a few local views. Gradually I added others of a fancy nature—flowers, fruits, dogs, cats, and later scenes from the various cities of the East.

## INTRODUCING POST-CARDS INTO PHILADELPHIA.

I soon realized that my theory was correct. Americans did buy them, and I was developing quite a nice trade in souvenir cards, when a real estate deal brought a change of location. I came to Philadelphia, where I located on Chestnut Street.

Here again, with renewed energy and zeal, with my confidence in the souvenir postal cards unshaken, I gave them a conspicuous place in my store and began making window displays. Never shall I forget the comments, the criticisms and sneers which followed: "*Picture postal cards, a whole window full, in a drug store on Chestnut Street!*"

Some laughed, while others took the matter much more seriously. But many who stopped to scoff remained to admire and came in to buy. Notwithstanding adverse criticisms, I continued to show postals, making occasional window displays. Finally, it became quite the proper thing, for others followed as soon as they saw what was being done.

Pictures always attract, even upon a busy, crowded thoroughfare. People take time to stop, look, and buy. I have always been careful to choose only the finer cards. My assortment has been gradually increased till I have what has often been

designated "the finest and best line in these parts." The cheap, common cards, with their coarse, crude jokes, never interested me. By catering to the better element I attracted only first-class trade, which proved profitable in many ways.

At first local views sold the best, but as the collecting fad developed we began to add those illustrating scenes in American cities, then fancy ones, including flowers, animals, birds, etc. Afterwards came inquiries for those of foreign lands, and finally we had views from all parts of the world.

Copies of the Old Masters appeared, and these were eagerly sought by all who knew the famous old paintings, or who had been abroad. We have sold quantities of such cards; at one time as many as a thousand a week, at ten cents apiece, or three for twenty-five cents. Of course this was before so many handled them. Since they can now be found in the department and book stores my trade has naturally decreased. There is, however, a regular, steady demand for them, and we recently sold a great many for Christmas.

## METHODS OF DISPLAY.

After trying the different devices for exhibiting cards, I have found the wire racks which hang flat against the wall the most satisfactory. I supplement these with the oak stands, for counter use, where one customer can select cards without annoying others. The revolving stands all proved objectionable, because two people could never enjoy equal rights in making an inspection. Upon special occasions, Christmas, New Year's, Saint Valentine's Day, and Easter, our sales have been phenomenal, requiring the attention of all our force besides extra help from outside.

I have many times been asked in a rather sarcastic tone, "Why do you keep post-cards? Why give them such prominence?"

Because they are new, modern, and attractive, as well as interesting and educational in their tendency.

They have brought many a customer for other things, and have been the means of advertising my

store to an extent which would have required hundreds of dollars to attain in other ways.

Some doubting friends have asked: "Do you sell many of them?"

Two years ago, at Saint Valentine's, we had a perfect mob in the store, and last year, on February 13, we sold over a hundred dollars' worth of postal cards alone. This seems almost incredible, but it is true. My experience has been that the patrons who came the first year I was in Philadelphia always come back upon festal occasions, or when they want a birthday postal. We have often averaged from ten to twenty-five dollars' worth a day, and though a recent change in location has decreased our sale, we find that they always sell, when well shown, with a good window display. There is no doubt that when the right cards are shown in the right places they are bound to sell.

For more than a year the croakers have been predicting that "the post-card fad" was on the wane, and I have been asked many times regarding this.

#### THE POST-CARD CRAZE ABROAD.

Last summer in Europe I watched with keen

curiosity to see whether there was any abatement in interest, but after traveling about in England, Scotland, and the Isle of Man, I found no diminution nor falling off. Post-cards of a high grade and excellent quality were everywhere in evidence.

Although I did not go to the Continent last year, I learned from other tourists that the craze was as bad as ever.

One thing that has in great measure affected their sale is the fact that they are found everywhere. While this divides the profit, each dealer gets his share, and the more enterprising one naturally comes in for the larger sales. Abroad, every little town, village, and hamlet—in fact, the most out-of-the-way places—carry souvenir cards. It is the same in this country, where almost every little cross-roads store includes in its general merchandise post-cards picturing some local scene.

#### THE LONDON SITUATION.

In London I was greatly interested to note a rapid growth in their sale in a comparatively few years. The picture post-card was ubiquitous not only in the Strand, in Fleet Street, Regent Street,



**A HANDSOME BOSTON PHARMACY.**—This store of Hubbell & McGowan, at the corner of Huntington and Massachusetts Avenues, is one of the prettiest and most successful in the city of Boston. The windows, as will be seen from this illustration, extend out several feet from the face of the building on either side, resulting in a very handsome exterior and providing an excellent opportunity for displays. The building itself was constructed only a few years ago, and Hubbell & McGowan saw to it that their pharmacy was provided with every modern feature for the attraction of trade. Incidentally it may be remarked that the mother church of the Christian Scientists is in plain view only a block distant and is certainly a beautiful specimen of architecture.

or Piccadilly, but in St. Paul's Churchyard, and even in famous old Paternoster Row, where books have been the feature for centuries. Here books have been pushed aside, and window after window has been adorned with souvenir post-cards of all kinds and descriptions.

Their charm lies in mankind's love for pictures. People will stop to look at photographs who would otherwise pass a store unnoticed. This is not confined to any class. It is true in all our cities. In Washington, Philadelphia, New York, Boston, and other places the rich, the poor, the high and low all elbow each other to look at the pictures on exhibition. In London I often saw the elegant gentleman of that city, in frock coat and high hat, jostled out of his place before a post-card window by some queer cockney or some newsboy, equally anxious to see the latest thing in souvenir post-cards. The same is true of all Continental cities and towns. The boulevardier of Paris stops for a look and watches the rich American (they think that we are *all* rich) select his cards.

THE CRAZE IS GENERAL THROUGHOUT EUROPE.

Everywhere the interest is the same. In Switzerland, away up on the Alps, or in Italy, or Germany, everybody looks with open eyes, and often with open mouths, upon the post-card display. Then why should we differ from these other nations?

I am a strong advocate of the souvenir post-cards as a side-line for druggists. It is a profitable one as well as a great advertising medium. People will talk about them, and tell their friends where the nicest assortment can be found, which brings a good class of patronage in lines other than post-cards.

#### A WINDOW EXHIBIT.

In making displays, we usually string the views across the windows from little wire clips, and try to fill the space as well as possible, producing, as it were, a curtain of cards. Abroad, all displays are in front against the glass, which may have some advantages. We generally cover the floor with the post-card albums, or stack them, to make a good showing. Sometimes we combine with them the



A HANDSOME BOSTON PHARMACY.—The interior of the Hubbell & McGowan establishment presents a very fine appearance, as may readily be seen from this sectional view of it. The fixtures alone represent an investment of from six to eight thousand dollars. There is a stock of \$20,000. Hubbell & McGowan have another store at 1553 Washington Street. Mr. Hubbell attends to the Washington Street store, while Mr. McGowan devotes his time largely to this place. The locality at the corner of Massachusetts and Huntington Avenues is a very desirable one, and in addition to the neighborhood trade a large transient custom is gained from people who, coming in from Roxbury, Jamaica Plain, and other points, pass right by the door, and in many instances change cars on this corner.

little ten-cent *passe-partout* frames. Each one is made to hold a post-card, sells very well, and adds to the window display from an artistic standpoint. We always sell stamps, and have a little desk where customers find pen and ink for addressing and writing the cards. This has proved a great comfort and convenience to strangers.

The sale of the comic postal has fallen off, as most persons have no longer any interest in them. That was a passing fad. The local view cards, picturing places of interest, bits of picturesque scenery, and public buildings, as well as the finer quality of cards, still sell, and will continue to do so as long as people have any artistic sense. As long as people travel the souvenir card will continue to tell the home folks where the traveler is and what he is doing.

Birthday postals are always in demand. Some one is having a birthday every day, and his friends will send cards. These we sell at from two for

five to twenty-five cents each. One nice feature in our trade has been the sale of artistic floral and fruit designs, which have filled a popular demand for dinner cards. We have sold thousands of these at five cents each, or six for twenty-five cents; also dainty, pretty copies of water-colors at ten cents each, or three for twenty-five cents.

#### ADVERTISING.

They make very acceptable dinner favors, and I have developed quite a demand for them. One of the best methods of developing a post-card business is advertising, in conjunction with the window displays. A tactful, well-worded advertisement rarely fails to bring returns, besides bringing our store more prominently before the public.

As a side-line the souvenir post-card has proved a very remunerative one. I may add that the average price is two for five cents, or twenty-five cents a dozen.

## AN EVENING INCIDENT.

By CAROLYN T. MASON.

It lacked only a few minutes of closing time as Cameron came from the rear room of his store to wait on a customer who had just come in. It was a little girl, and she wanted a bottle of soothing syrup for her baby sister.

Cameron followed her to the door, and as he closed it after her departing figure his eye fell on two men, one much larger and heavier than the other, apparently waiting for a car, and occupying themselves meanwhile by looking at the articles displayed in the window. The store was located on the corner, and people were in the habit of inspecting Cameron's window displays while waiting for the cars. In fact, he had always considered his location of distinct advantage for this very reason.

Now, however, he had the unpleasant recollection that he had seen the same men twice before at earlier stages of the evening, and they had then been apparently engaged in the same business of waiting for a car. His old friends, Granby, Dunton, and Earle, had dropped in later, made themselves at home in his back room, and announced their intention of remaining until Cameron was ready to go home with them. They were now deeply engrossed in a game of cards.

Cameron did not return to his friends immediately. The presence of the men outside gave him some uneasiness, and he decided to remain in the front of the store until the next car passed. He could hear it approaching now. It rumbled by without stopping, and Cameron's suspicions were aroused when the men immediately entered the store and asked for some horehound drops. He turned his back a moment to reach a bottle on the shelf behind. When he faced around again it was to look into the muzzle of an ugly-looking revolver! "Don't make a sound, or you're a dead one!" commanded the larger of the two men, keeping Cameron covered with the gun. The other man started for the cash register, which contained upwards of one hundred dollars.

Cameron made no sound, but he instantly dropped below the counter in an effort to secure his own revolver. The man with the gun understood the move and immediately pulled trigger. Two shots whizzed uncomfortably close to Cameron's head and broke some bottles beyond. Things immediately assumed a dramatic tone, and the air became vibrant with expectation.

Hearing the shots and the falling glass, Cam-

eron's friends came hurrying from the back room. For a moment they were too astonished to do anything but stare speechless at the intruders. The men, surprised at the sudden reënforcement, made a dash for the door.

Dunton sprang forward and managed to grab the smaller man, while Granby and Earle pursued his companion out of the store and down the street. The advantage lay with the fleeing burglar, however, and a block or two from the store he turned and opened fire. The young men returned to the store in time to see Dunton and Cameron not too

graciously assisting their reluctant prisoner into the hastily summoned patrol wagon.

"Why didn't you call us in the beginning, Bill?" exclaimed Granby, when the wagon had started for the station.

"Well, I couldn't very well get you by wireless," smiled Cameron, "and the big chap seemed to want to monopolize the conversation. Guess you knew it about as soon as I did, anyway."

"Mighty uncivil of them to butt into our game," growled Dunton. "Come on, fellows—let's finish that rubber."

## THE AUTOBIOGRAPHY OF A DRUG CLERK.

By JOHNANAS BROD.

Writing one's own biography is not often attempted. Most people are so modestly constructed that they leave the task to others. Some people, however, write their own lives because they believe they can do it better than any one else; others do it because they are afraid no one else will.

Judging from my name, you would think me of German descent, but I'm not. I merely mention this in the beginning to show how wrong it is to jump at conclusions. I selected this *nom de plume* because I intend to be truthful in what I shall write, and as I value my good name and liberty I deem it therefore better to hide my identity.

I trust the Editor will not feel alarmed at this. I will assure him that my autobiography will not interfere with his sending the journal through the mail, and I do not believe it will shock any of the hardened readers of drug-store literature.

In sizing up the situation from the very beginning, I do not see how I could have avoided being a druggist. In the first place, my father had been a druggist for about fifteen years before he married. The first year of their wedded life my parents resided above the store. In order that they might become better acquainted with each other, my mother spent all her spare time in the store, and they conversed between sales. Now the point is this: What chance had I of becoming anything else when the pre-natal influences were so strong in favor of pharmacy?

I was simply a victim of circumstances, and they say that as a baby I took note of the color of the milk in the bottle, shook it up, and then with deep

interest watched the dark-colored precipitate sink to the bottom. Later on in life I took great pleasure in mixing things, and I remember one time I was severely reprimanded for trying to dissolve the salt container in the soup. As I grew older I developed a taste for sweetwood and licorice, and like a true pharmacist, tasted everything I put my hands on.

I remember one time having found a nice, white, sugar-coated pill. It looked splendid and tasted good, but on reaching my stomach it acted in a manner not conducive to regular habits. My mother was not at all pleased with the results, and I was then taken in hand and forcibly reminded that everything sweet is not necessarily eatable, and after this experience I became sadder and wiser.

I never really realized what an annoyance I had been until years later when I became an apprentice in a drug store. We had a little puppy whose habits were similar to mine, and everything he found, from corks to coal, went into his mouth. One day he found a white pill and ate it, and needless to say acted in the usual manner. As I went around the store with a box of sawdust in one hand and the broom in the other I felt true contrition of heart for my past. But then, things in this world seem to even up: some one had to care for me, and in my turn I cared for the puppy.

It was not my intention to make this a discourse on the use and abuse of cathartics, but when one's train of thought starts along a certain route it is rather difficult to stop it, and the most one can do is to put on the brakes and go slow.

About a year later, when I had mastered the details of sweeping the floor and washing bottles, I was allowed to wait on an occasional customer, and I felt the dignity of my privilege very much. One day a rather elderly gentleman came in and I went forward to learn his wishes.

"What can I do for you?" I asked.

"Five cents' worth of skullcap, son," he replied.

I looked at him in amused contempt, and feeling the superiority of an education, I smiled benignly, saying: "What do you think this is—a clothing store?"

Then, thinking I had been a little harsh on the old fellow, I directed him to a place across the

street where such things were sold. He gave me a disgusted look and went out. Hurrying behind the prescription counter, in a boastful manner I told the clerk what had happened. "Well," he said, "you are pretty wise, but you still have a lot to learn."

Taking down the Dispensatory, he turned to "Scutellaria." I read, and as my knowledge grew my self-esteem diminished. If this displacement had continued through life, by the time I became an old man my opinion of myself would be out of sight entirely. Fortunately, it did not. I still believe I know a few things, and I shall continue to until some one can show me that I don't.

## AN OLIVE OIL DISPLAY.

This picture represents a window in the store of B. S. Cooban & Co., of Chicago. It is pure white throughout. Olive branches bearing the fruit relieve what would otherwise be a conventional array

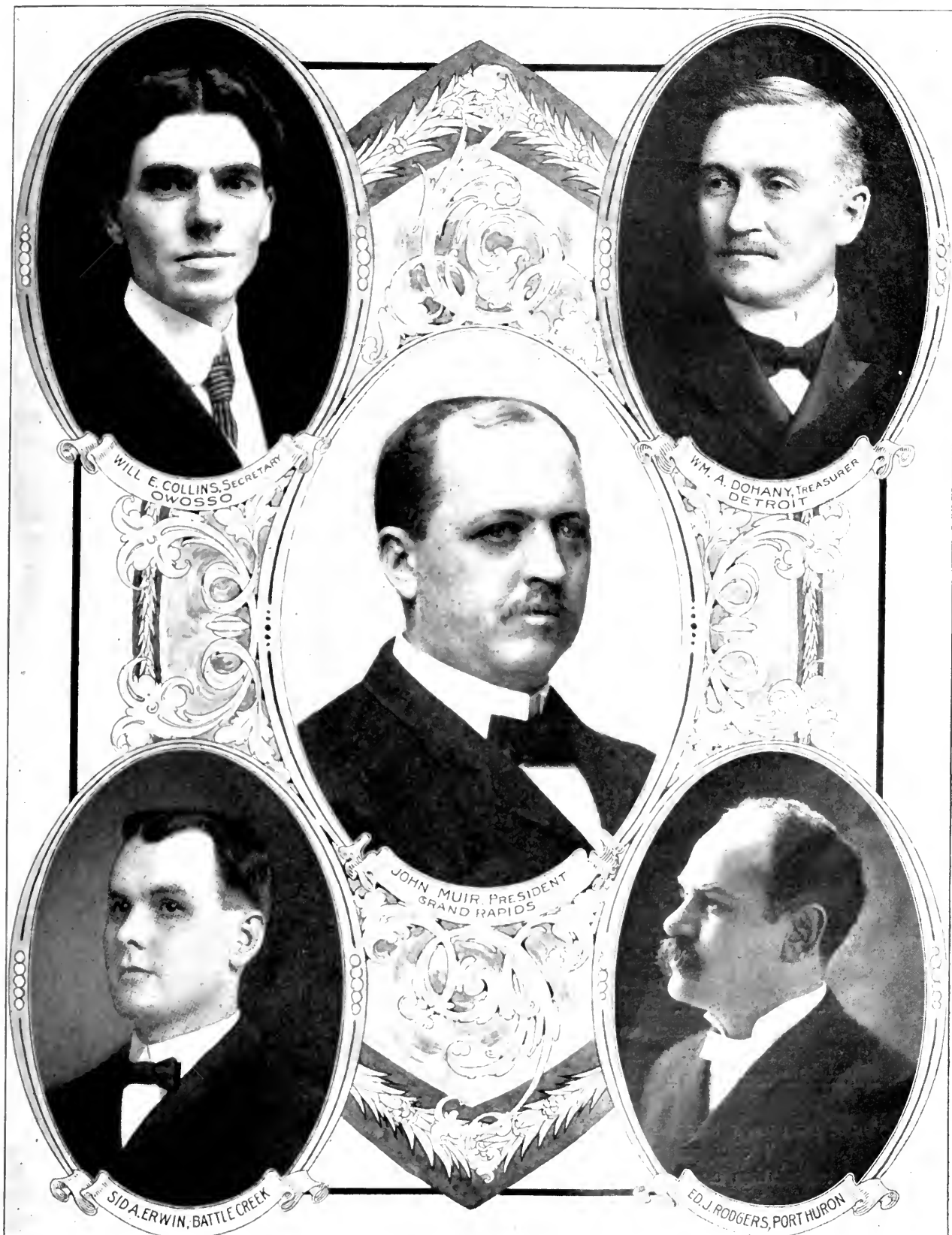
placards are a white bristol board printed with lilac ink, giving a very light effect to the whole window. Starting from the left, they read: "For the Complexion," "For Liver Spots," "For Constipation,"



of bottles. The wrapped packages are neat. While the olive branches serve to impress upon the observer the genuine origin of the oil, the fact is driven home by a large sign in the center, which reads: "Olives. Los Angeles Olive Growers' Association. They make the 'Sylmar' Oil." The

"Torpide Liver," "For Jaundice." This display was only a part of a general advertising campaign made by Mr. Cooban on olive oil. It was supplemented by newspaper announcements and other forms of publicity. Altogether Mr. Cooban has worked up a nice sale on the oil.





Members of the Michigan Board of Pharmacy.

## THE DRUG CLERKS' ASSOCIATION OF MICHIGAN.

What it is Doing for the Benefit of the Craft—Something About its Officers—Its Policy of Rectification with the Proprietors—Other Associations Throughout the Country.

The drug clerks are entering upon an era of coöperation. This is not surprising when we consider the success which has crowned a similar



George T. Barwell, President Drug Clerks' Association of Michigan.

movement among drug-store proprietors. Concerted action is the order of the day, and the clerks' association is a natural product of the times.

### A BODY OF ACTIVE YOUNG MEN.

Perhaps the oldest organization of clerks is located in Detroit. The enthusiasm displayed by this association has made itself felt in cities remote from Michigan. The membership is made up of bright, energetic young men. The officers are: George T. Barwell, president; Wilbur R. Twiss, first vice-president; Ben Goldberg, second vice-president; Ulysses R. Bailey, recording secretary; William H. Henderson, financial secretary; and Emil B. Kolbe, treasurer.

These young men are all hustlers. Mr. Barwell, the president, is well equipped to administer the affairs of the association energetically. Upon the secretary, Mr. Bailey, a good deal of the work has fallen, and this young man is indeed a kindler. Every pharmacist who talks with him on the sub-

ject of the Clerks' Association comes away with sympathy for the movement. Mr. Bailey is the manager of the store of Andrew R. Cunningham at the corner of Joseph Campau and Monroe Avenues. The head clerk in the same store is Wilbur R. Twiss, the first vice-president of the organization, and Mr. Twiss is another enthusiast. Recently he has had his hands full directing a membership contest. The association was divided into two bodies: the one which secured the largest number of new members was to give a banquet at the expense of the losers.

"We must grow" is the slogan of the Detroit clerks. The programme for 1908 is an interesting one. The serious work of the year is to be relieved at intervals by suitable jollifications, smokers, dinners, vaudeville entertainments, and a ride by



Ulysses R. Bailey, Recording Secretary Drug Clerks' Association of Michigan.

moonlight some time during the summer. Last month the association gave its tenth annual banquet, and several speakers outside the association were present by invitation. So good a time was enjoyed that the meeting did not break up until

3:10 in the morning. The programme for this occasion was chiefly gotten up by Mark D. Mitshkun, chairman of the entertainment committee, and one of the liveliest members of the organization.

#### ATTITUDE TOWARD PROPRIETORS.

That the drug clerks intend to do things is beyond question. But before we outline the nature and scope of their association it may be well to state the course which they will purposely avoid.

Many readers may jump to the conclusion that this society has been organized to butt the proprietors—to receive rather than to give. This is a wrong impression which should be corrected at the outset. The drug clerks are organizing on a wholesome, sound basis. The members realize that be-



Emil B. Kolbe, Treasurer Drug Clerks' Association of Michigan.

fore they receive benefits they must give them. Hitherto they have made sporadic efforts to better their own welfare, but they never endeavored in full measure to reciprocate for the favors which they requested.

Now the clerks are taking a different tack. Realizing the influence which they can exert upon the manufacturers, proprietors, and distributors whose goods they sell, they propose to use their power for the general betterment of pharmacy. They are proceeding in the belief that if they can go to the proprietor and say: "This is what we have to give; this is what we have accomplished in your interests; here are some of the further achievements we

contemplate for the general good of pharmacy," the proprietor will meet them half-way and reciprocate.

There is no doubt that the clerk can do things. Hardly a fortnight passes that he does not observe some practice which detracts from the profits of his employer and which he can correct to the advantage of the store.

#### AN INSTANCE.

To show how the clerk receives various opportunities to protect his employer, we cite the following incident: A proprietary house was selling a fluid cascara in competition with a widely used preparation of a similar nature. The representative of this proprietary line had succeeded in securing an order for a few pint bottles of his specialty. When the goods arrived the clerk examined the packages. His suspicions were aroused, and to satisfy himself he tore away the fancy carton and emptied the bottle into a pint graduate. It was four ounces short. No wonder the salesman had been able to talk price!

That this condition of affairs was revealed to the gulled proprietor is not the important point. The clerk's acumen assumes a substantial value only when he attends the local meetings of the Drug Clerks' Association, makes known his observation, and thus saves a score of buyers from such a loss.

This incident is merely symbolic of the various ways whereby an employees' association can preserve the interest of employers. It is not a one-sided proposition. The operation of the organization is in no little measure altruistic. To be sure, the clerks seek shorter hours and are trying to correct the graver abuses of the vocation; but they have better things in view not alone for themselves but for their employers and for pharmacy in general.

#### OTHER ASSOCIATIONS.

That this movement is gaining strength and must be reckoned with may be seen from the list of cities in which the drug clerks have organized. We may mention Chicago, Milwaukee, St. Louis, Minneapolis, and others, including younger bodies in Akron, Ohio, and in Paterson, New Jersey. The members of the Michigan Drug Clerks' Association are trying to boom a national meeting in Detroit this summer. This would be a convention of representatives from the different local organizations. Let us wish them success in this endeavor.

## DOLLAR IDEAS.

*The editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, book-keeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.*

### A NEW PROCESS FOR MAKING CAMPHORATED OIL.

*John J. Stephenson, New York, N. Y.:* I am going to describe the method I use in making camphorated oil. I had a tinsmith make a cylinder of tin twelve inches long and about two and a half inches in diameter. On one end a cover was fitted, and over the other end a piece of number sixty wire gauze was soldered. About five inches from the lower end a flange was soldered on the outside of the cylinder, and the whole was inserted, gauze-end first, into a wide-mouth half-gallon bottle. The flange was to keep the cylinder suspended so that a little less than one-half of it would be in the bottle.

To make camphorated oil, weigh 1200 grammes of cottonseed oil into the bottle. Insert the cylinder, into which 300 grammes of camphor broken into small pieces has been put, and set aside for from two to three days. The camphor will then have been dissolved and the preparation is ready for use. The bottle I use is eleven inches high, and when the process is started the cylinder dips about two and one-half inches below the surface of the oil. There is no loss of camphor by evaporation, as is apt to be the case when the oil is heated by the U. S. P. process. Furthermore, beyond the time required for weighing the oil and the camphor, no time is lost in watching the preparation.

### A CLEVER "IDEA": SELLING COMMENCEMENT PRESENTS.

*O. R. Norris, South Whitley, Indiana:* Here is an idea we follow out every spring at commencement time. It has always been a trade winner. About five weeks before the school term closes, we secure the names of all the graduating students. Then we write their parents a personal letter somewhat as follows: "No doubt you appreciate that your son will soon complete his high school course.

Years of hard study and self-denial will culminate in his graduation. This is indeed an honor to your son and a pleasure to his parents. Undoubtedly you will wish to give him some token of appreciation. We have any number of useful and appropriate articles from which you may select a commencement present. Your attention is directed particularly to our line of books, toilet articles, perfumes, stationery, etc. This assortment includes .....

About a week later we send out a second letter by way of a reminder. This advertising, coupled with our own personal effort, nets us a handsome commencement business every year.

### DISPLAY CARDS FOR SMALL CARTONS.

*Aaron Lale, Boston, Mass.:* For attaching small cartons, five- or ten-cent packages, to easel cards holding a dozen, I found waxed paper excellent. Let the printer cut the stiff waxed paper into strips one-half to one inch wide and long enough to go around the carton, the ends of the strip being pasted together at the back of the carton. These are now attached to the card by touching some paste to the strips at the two edges of the carton and pressing them against the card. The bands will then run perpendicularly to the base of the easel, holding more securely in this way than they would if parallel to it. Thus supported, the cartons resist the force of gravity.

The transparency of the paper allows the printing on the front of the carton to be easily read, and the appearance of the finished card is more attractive than if elastics were used. The advantage of this method over pasting the cartons directly to the card is that they may be detached without defacing them. As the cartons are removed, the printed matter on the cards becomes visible.

### MAKING ESSENCE OF LEMON.

*H. E. Read, Altamont, Kansas:* For several years I have saved the lemon rinds from making lemonade at the soda fountain, and each day I peel off the portion containing the oil. I have several five-gallon carboys two-thirds full of alcohol. Into these I place the fresh lemon peels each night and allow them to macerate, thus making essence of lemon. Then I pour off the alcohol and add to each gallon of the liquid  $6\frac{1}{2}$  ounces of oil of lemon. This is filtered and yields one gallon of strong

essence free from artificial coloring and pleasing to my customers. Occasionally I send a one-drachm sample bottle of this essence to the women in this vicinity, together with a small circular explaining the merits of our flavoring extracts and spices. Sometimes I make a window display of the carboys containing the lemon peel and alcohol. I have built up a nice trade in this line.

#### DRUGS FOR DESTROYING PARASITES ON VEGETABLES.

*A. L. Remington, Silver Springs, N. Y.:* Keep your farming trade posted on the use of formaldehyde and other insecticides in treating seed grain and potatoes. If you do not know all about its use, write your State agricultural experiment station or the Agricultural Department at Washington, and they will give you the information. Have some typewritten copies made. Then when a farmer wants to know whether formaldehyde will really keep potatoes free from scab, you can show him what the best authorities say about it, often giving him literature on the subject. This is also true of arsenic for potato bugs, Bordeaux mixture for spraying orchards and potatoes, and germicides for use in stables. Keep your customers posted. It pays to stand in with the farmer.

#### A FILTERING AND PERCOLATING IDEA.

*A. H. Bosworth, Wichita, Kansas:* There is considerable waste of alcohol in percolation if the percolate is allowed to drop through the air into the receiver. To obviate this without using either rubber tubing or miscellaneous articles to raise the receiver to the proper height for various lengths of percolators, procure from the junk man a screw and socket, such as are used in a carpenter's vise, piano stool, or office chair, attach the socket to a table, and you can easily make an adjustable shelf for the receiver. This device is also often useful in filtering. Start a siphon, adjust the level so that the filter will not overflow, and an occasional turn of the screw when the liquid gets too low does the rest.

#### MASTERING THE TROUBLESOME BOUGIE.

*D. E. Nicklas, Chambersburg, Pa.:* The average prescription department is not equipped with bougie molds, and even if the druggist has them the following is more simple and less troublesome: I allow

15 grains for the size of the bougies, and mix the medicament and cacao butter with 5 or 10 per cent of wax or more. When the melted cacao butter has reached the right consistency, I take a soda straw with a spiral wrapping. After unwrapping it a trifle I place one end in my mouth and draw in the melted mixture. When the straw is sufficiently filled I pinch the end with my teeth to hold the mixture in. Then I raise the other end and close it. I lay the straw on a piece of ice and allow the bougies to cool. Next I unwrap the paper from around the pencil and divide the long mass into three parts. A filled straw holds 45 grains.

#### A UNIQUE DEVICE FOR THE DISPENSARY.

*George D. Campbell, Lonaconing, Md.:* A little device which we have found very useful in our prescription room is made as follows: Take a piece of steel of octagonal shape, about 8 inches in length and 3/16 of an inch thick. Draw out both ends to a fine point and make a hook at one extremity. This little device can be used for pulling flat corks, removing wire caps and the like from bottles, loosening powder that has become hard, and for numerous other purposes.

#### PRESERVING GUM CAMPHOR.

*J. F. Shores, Talladega, Alabama:* Keep your camphor clean and ready for sale by wrapping each block in a powder paper or a piece of tissue. Store these pieces in empty chewing-gum jars, using separate containers for different sizes. This preserves the product from deterioration and also makes for convenience.

#### A CLEAR TOOTH-WASH.

*S. Cohn, New York City:* Most druggists have trouble with saponaceous tooth-washes, as they tend to precipitate on standing. To avoid this trouble I suggest the use of the official soft soap of the Pharmacopœia as a base in such preparations. In my own experience this avoids any danger of precipitation.

#### TO LOOSEN A TIGHT GLASS STOPPER.

*Crawford T. Ruff, Montgomery, Alabama:* A large flame applied to the neck of a bottle will cause a quick expansion of the glass before the heat can reach the stopper. When applied in an expert manner a contrary stopper will almost leap from the bottle.

## LETTERS.

### FORMULA FOR A SKIN FOOD.

To the Editor:

A formula for a skin food to be used in winter, which is generally the time of year they are most used, must differ in composition from one intended for summer. Hence, in hot weather I reduce the proportions of those ingredients which are calculated to soften the product, and increase the hardening agents used to preserve the right consistency. This can be done easily by the pharmacist.

#### THE WINTER FORMULA.

I herewith give you the formula for skin food as prepared by me for my winter trade:

Cacao butter .....	1 ounce.
Lanolin .....	1 ounce.
Olive oil (pure).....	2 drachms.
Boric acid .....	½ drachm.
Tincture of benzoin.....	½ drachm.
Extract of violet (or other perfume) .....	½ drachm.

Melt the cacao butter and the lanolin together over a water-bath in an evaporating dish; then take a small part of this base and rub it up into a smooth paste with the boric acid. Put the mixture back into the dish with the base and add the olive oil slowly with constant stirring. Then mix the tincture of benzoin and the perfume extract and add them slowly, *stirring briskly* and continually until the cream thickens. Now put the mixture into a container, and in a few hours an elegant preparation will result.

In very cold weather this becomes very hard, but it melts at the body temperature when removed from the container.

Directions: Bathe the face in hot water, dry the skin thoroughly, and rub in the skin food well, night and morning.

#### THE SUMMER FORMULA.

As I have explained, the foregoing formula makes a product for use during the winter season. The summer formula is as follows:

Cacao butter .....	1 ounce.
Lanolin .....	½ ounce.
Mutton suet .....	½ ounce.
Boric acid .....	½ drachm.
Tincture of benzoin .....	½ drachm.
Perfume extract .....	½ drachm.

You will observe that in the summer formula the quantity of lanolin is reduced, and that the olive oil is succeeded by refined mutton suet. In case

one had a trade on this product beyond his own city or locality, he could of course use only one formula, and he would have to make this such that the product would stand any climate or season. In such an event the summer formula would be best, for if the consistency of the preparation was satisfactory in summer it would of course remain so during the winter. As I do not offer this skin food except locally, however, I prefer to use the two formulas.

Anniston, Alabama.

R. H. STICKNEY.

### A STATEMENT CORRECTED.

To the Editor:

I want to correct that part of an editorial in the March BULLETIN which refers to Laconia, N. H., under the heading "Liquor Legislation in Massachusetts." Following is your statement: "We observe that several physicians in the town of Laconia, N. H., are now under suspicion by the State Liquor License Commission of doing a thriving business in the sale of prescriptions calling for liquors at 25 cents apiece."

I am a druggist of several years' residence in Laconia. I was here both when the city had saloons by the "Yes" vote and when it did not, the latter being the case at present. I know there never has been the least "suspicion" by the State Liquor License Commission of either druggists or physicians. By investigation I find that the largest number of prescriptions calling for liquor filled at any one drug store to be ten during the last eleven months of "no license." On more than one occasion I have heard two different license inspectors compliment druggists for the satisfactory manner in which this branch of their business was conducted. I feel it my duty, therefore, to make this correction in order that justice may be done our physicians and druggists, who, I think, are much above conniving at the liquor business.

We have six first-class drug stores, and we all try to follow the "golden rule." We close at 9 P.M. except Saturday, never open Sundays, and close at 12 o'clock noon on holidays. None of us are rich, but all are prosperous, healthy, and don't change clerks as often as some druggists do.

Laconia, N. H.

ARTHUR F. CLOUGH.

[NOTE BY THE EDITOR.—We are very glad to render justice to the pharmacists and physicians of Laconia. The short reference made to the situation in the March BULLETIN was based upon two reports which we had seen printed elsewhere, and which we supposed to represent the truth.]



## A POST-CARD EXHIBIT.

To the Editor:

This window holds about 250 cards, and we changed it every day. Each card exposed to view covered duplicates, so that if any one wanted a certain design we could sell it without altering the display. Often a customer who entered the store to



buy a particular card would select a number of subjects before leaving. This display remained in our window for two weeks and brought many sales. We have a large stock of cards and keep them on exhibit inside the store.

J. F. RUPERT.

West Point, Nebraska.

## AN EFFECTIVE CLEANSER.

To the Editor:

I have noticed numerous articles in the BULLETIN about the cleaning of greasy mortars, spatulas, and graduates. Although the product which we use for the purpose is a proprietary one, it is almost as inexpensive as soda and works quicker and better. We use a compound called "Wyandotte" dairyman's cleaner and cleanser. We take a wet sponge, cloth, or brush, dip it into the powder and apply it to the wet utensil. All grease and sticky liquids will disappear like magic; and on rinsing, the utensil will be absolutely clean.

This cleaning agent is secured from the creamery in our town. A five-pound bag costs 25 cents, and it is worth \$1.00 in thoroughness and rapidity. It works equally well in cold or warm water. Do not make the mistake of using a solution of the powder, as that method is not satisfactory. Simply dip the brush or sponge into the powder and rub.

Stamford, N. Y.

E. C. HANFORD.

## TWO PRACTICAL SUBJECTS.

To the Editor:

On page 117, March, 1908, in my article on avoiding stains from methylene blue, I find you have turned the method around. In my letter to you I said: "In handling methylene blue, charcoal, and articles of that sort, rub the French chalk on the hands before working with these substances so as to fill up the pores with chalk. Then the stain cannot attack the skin directly."

In your February issue I observe a note on glycerin, benzoin, and rose water. I put the tincture of benzoin in a dry bottle; then, by pouring the glycerin and rose water, or any other liquid, into the tincture through a long-stemmed funnel or in a steady stream, I can dissolve about ten per cent in the solution. Tincture of asafetida or tincture of myrrh will also work nicely this way.

Cleveland, Ohio.

C. A. SIEPLEIN.

## COLORING ALKALINE ANTISEPTIC, N. F.

To the Editor:

In your April number H. C. asks for information about coloring alkaline antiseptic, N. F. This cannot be done satisfactorily by the N. F. directions. If the querist will add powdered cudbear to the solution in the proportion of ten grains to the liter, and macerate for three days, he will have no more difficulty with the preparation. I have made ten-gallon batches of the solution and have had no trouble in getting uniformity of color. Tincture of cudbear is of very little value and could be abandoned with advantage.

I send this note because I find that many persons have as bad results as H. C. Many druggists have asked me for my method of making such preparations.

GEORGE M. TOWLE.

Sardis, Ohio.

## MORE LIGHT ON SOME PRACTICAL PROBLEMS.

To the Editor:

I desire to comment on some of the contributions in the March number:

## REMOVING METHYLENE BLUE FROM THE HANDS.

C. A. Sieplein, of Cleveland, Ohio, tells how to prevent this dye from staining the hands by the use of talcum. In making methylene blue pills I keep dipping my thumb and first finger into the talc, since the adhering powder is taken up by the pills. Then, too, I always finish a dark (black or brown)

pill by rolling it in a pinch of talcum; the result is a smooth, glossy surface.

#### CLEANING GREASY UTENSILS.

For this purpose the old-fashioned sawdust method is the best. After rubbing the grease off I wash the article with cold, running water and scouring soap.

#### REMOVING SILVER STAINS FROM THE HANDS.

Some time ago you called attention to the "cyanide" method of removing silver stains. A weak solution of potassium iodide will do the work with less danger.

LILLIAN L. GOLDBLATT.

443 E. Houston Street, New York City.

#### SOME PLAIN ENGLISH.

To the Editor:

The accompanying order may prove of interest to the readers of the BULLETIN. I picked it up in the store of a good friend of your journal in

*I have castrated Boon  
and he flys blood in the cut  
and is full of worms I would  
like for you to give me something  
to syringe in the cut to kill the  
worms and also a syringe  
to syringe it in with  
and oblige*

Plainfield, New Jersey. It seems to me one of the funniest I have ever seen. A metal syringe and 8 ounces of Kreso were supplied. Let us hope that this did the job!

HAROLD C. WOODRUFF.

New York.

#### ONCE MORE: CLEANING GREASY GRADUATES AND THE LIKE.

To the Editor:

I have read the recent suggestions regarding the cleaning of greasy mortars, spatulas, tiles, etc., which have appeared in the BULLETIN's department of "Letters" and "Dollar Ideas." Let me say that we use nothing in our store except a little gold-dust or borax solution combined with sawdust. In

fact, we find sawdust a great help in general throughout the store as well as at the prescription counter. We always keep a large box of it in the store proper and a drawerful in the prescription case. In scrubbing floors, especially linoleum, we use damp sawdust at night at least once or twice a week, and we find that the floor seldom needs a good scrubbing.

O. MITCHELL.

Pecos, Texas.

#### WHAT IS THE PROPER CHARGE FOR FOWLER'S SOLUTION?

To the Editor:

I would be pleased to hear from my brethren as to the prices they get for Fowler's solution of arsenic in the following quantities—one-half pint, 1 pint, and 1 gallon. Some druggists near here have been selling the product at 25 cents a quart, and at correspondingly low prices in smaller quantities. I consider such prices ridiculous.

K. G. AYERS.

Perrysville, Ohio.

#### HE KNOWS A GOOD THING.

To the Editor:

I am now beginning my twelfth year as a subscriber to the BULLETIN OF PHARMACY. I have eleven complete volumes of your journal with the exception of five copies lost at different times in moving or as the result of fire. I find that I refer to these volumes of the BULLETIN more often than to all the rest of our library for formulas, help in prescription work, and business assistance in running the store generally.

O. MITCHELL.

Pecos, Texas.

#### WINDOW DISPLAYS IN POOR TASTE.

To the Editor:

The Observer sketch in the April BULLETIN was good indeed. What he says about indecent window displays is very true. In a Chicago pharmacy one time I saw a suspensory fastened about an enormous globe show bottle filled with red liquid. Highly edifying, indeed!

ALBERT SCHNEIDER.

San Francisco, Cal.

To the Editor:

I wish to compliment you on the general excellence of your publication. I am a subscriber to a number of drug publications, but got more good, practical information out of the BULLETIN than all the rest put together.

M. M. PEERY.

Springfield, Oregon.

## BOARD QUESTIONS ANSWERED.

*So much interest has been manifested in our series of answers to board-of-pharmacy questions that we have decided to establish a regular department for the publication of this material, beginning with the present issue.*

### A NEW YORK STATE EXAMINATION.

#### PRACTICAL PHARMACY.

1. Convert: (a) One decagramme into grains. (b) 15.5 grains into centigrammes. (c) One pint into cubic centimeters. (d) One liter into pints.

(a) One decagramme contains approximately 155 grains. (b) 15.5 grains are the equivalent of 100 centigrammes. (c) One pint contains 470.5 cubic centimeters. (d) One liter is equivalent to 34 American fluidounces, or  $2\frac{1}{8}$  pints.

2. Give standard temperature, expressed in both Centigrade and Fahrenheit degrees, employed by the Pharmacopœia for taking specific gravity. What temperature was employed in the former revision of the Pharmacopœia? Give reason for making the change.

(1) 25° C., or 77° F. (2) 15° C., or 59° F., was formerly employed. (3) A substance may be kept at 25° C. more easily than at 15° C., the former being nearer the room temperature.

3. Give detailed account of the process employed for the manufacture of a typical official fluidextract.

The general formula for the preparation of a fluidextract may be expressed as follows: 1000 grammes of the powdered drug are moistened with a certain quantity of menstruum, packed in a suitable percolator, and enough menstruum added to saturate the powder and leave a stratum above it. The lower orifice of the percolator is closed when the liquid begins to drop, and the percolator is closely covered to prevent evaporation and permit maceration for a specified time, additional menstruum is poured on and the percolation continued until the drug is exhausted. Usually from 700 to 900 cubic centimeters of the percolate are reserved, and the remainder evaporated to a soft extract; this is dissolved in the reserved portion, and enough menstruum added to make the fluidextract measure 1000 Cc.

4. How many pint containers will be required to hold: (a) 100 avoirdupois pounds of glycerin, S/G 1.246? (b) 100 Troy pounds of ether, S/G .716?

(a) 80.2 pint containers. (b) 139.6 pint containers.

5. Scale Salts: (a) Give an outline of method employed for their manufacture. (b) Name two official scale salts which contain an alkaloid, giving in each case the percentage.

(a) A solution of the regular salt is made. The original liquor is then concentrated by evaporation in a porcelain vessel. When the liquid becomes thick, it is poured out on a glass or porcelain plate and allowed to dry at a gentle heat. (b) Iron and quinine citrate, containing not less than 11.5 per cent of alkaloid; and iron and strychnine citrate, containing not less than 0.9 nor more than 1 per cent alkaloid.

6. Distillation: (a) Define the term. (b) What is fractional distillation? (c) What is destructive distillation?

(a) Distillation is the process of evaporating a volatile liquid through the application of heat and converting the resulting vapor into liquid by contact with a cold condenser. (b) Fractional distillation is the process of separating liquids of different boiling points by evaporation and condensation. (c) Destructive distillation is the process of heating dry vegetable or animal matter in suitable closed vessels, until decomposition takes place, the volatile products being expelled and a fixed residue remaining.

7. Name two official salts which are deliquescent, two which are efflorescent, and two which are permanent in the air.

Lithium citrate and sodium hypophosphite are deliquescent. Sodium phosphate and sodium borate are efflorescent. Potassium sulphate and bismuth subnitrate are permanent in air.

8. Give full official title for each of the following: (a) Oil of vitriol. (b) Black draught. (c) Spirit of mindererus. (d) Oil of smoke. (e) Monsel's solution. (f) Lead water.

(a) Acidum sulphuricum. (b) Infusum sennæ compositum. (c) Liquor ammonii acetatis. (d) Creosotum. (e) Liquor ferri subsulphatis. (f) Liquor plumbi subacetatis dilutus.

9. Give quantitative composition of each of the following: (a) Chloroform liniment. (b) Tincture of iodine. (c) Blue ointment. (d) Paregoric. (e) Dover's powder. (f) Mitigated caustic.

(a) Chloroform liniment contains 30 per cent of chloroform and 70 per cent of soap liniment by volume. (b) Tincture of iodine contains 7 per cent of iodine and 5 per cent of potassium iodide in alcohol. (c) Blue ointment is composed of 67 per cent of mercurial ointment and 33 per cent of petrolatum. (d) Paregoric contains 0.4 per cent each of powdered opium, benzoic acid, camphor and oil of anise, together with 4 per cent of glycerin, in diluted alcohol. (e) Dover's powder consists of ipecac 10 per cent, powdered opium 10 per cent, and sugar of milk 80 per cent. (f) Mitigated caustic is made from 30 parts of silver nitrate and 60 parts of potassium nitrate.

10. A sample of opium is found to contain 12 per cent of moisture, and 9 per cent of morphine. After removal of the moisture how much morphine will the sample contain?

$100 - 12 = 88$ ; nine parts of morphine in 88 parts of opium would mean 10.2 per cent of the alkaloid in the drug.

11. Extracts, U. S. P.: (a) State how extract of taraxacum may be maintained in a plastic condition. (b) Name two diluents which may properly be employed as diluents in the manufacture of some official extracts. (c) How much strychnine should extract of nux vomica, U. S. P., contain?

(a) By adding five to ten per cent of glycerin. (b) Powdered licorice and sugar of milk. (c) Five per cent.

#### FOR INTERPRETATION, COMMENT, AND CRITICISM.

12.

℞ Argenti nitras ..... gr. v.  
Liq. formaldehydi ..... 3ij.  
Aqzæ destill. .... 3ij.

Misce. Sig.: External use.

Silver nitrate is reduced to the metallic condition by formaldehyde and many other organic substances.

13.

℞ Potassii chloras .....	3ij.
Syr. ferri iodidi .....	3iv.
Vin. antimonii .....	3ss.
Aquæ, q. s. ad .....	3vj.

M. S.: 3j every three hours.

According to Ruddiman, when the ingredients of this prescription are mixed, the liberation of iodine begins at once and continues for some time. The prescription should not be dispensed.

14.

℞ Strych. sulph .....	2.00 Gm.
Potassii brom .....	10.00 Gm.
Aquæ, q. s. ad .....	90.00 Cc.

Misce. Sig.: 3j three times a day.

Strychnine sulphate, especially in strong solutions of the alkaloid, is likely to be precipitated by the soluble chlorides, bromides, and particularly the iodides. The precipitation may not take place for several days. In explaining the cause of the trouble several factors must be taken into account. The commercial samples of alkali iodides and bromides are often alkaline from the carbonate which has been left in these salts

to aid their keeping. This alkali would liberate and precipitate the strychnine. Alcohol tends to prevent the precipitation.

One gramme is approximately equivalent to 15.5 grains. Hence there would be 31 grains of strychnine sulphate in 90 Cc. of the solution. The dose of 1 drachm or 4 Cc. would contain approximately 1½ grains of the strychnine sulphate, a poisonous quantity. The prescription should not be dispensed.

15.

℞ Hydrarg. iod. rub .....	gr. iij.
Potassii iodidi .....	3ij.
Ext. cinchonæ fld .....	3iv.
Syrupi .....	3vj.

M. S.: 3j every four hours.

When the solutions of the first two ingredients are mixed together, the insoluble mercuric iodide is formed, and this is redissolved in an excess of potassium iodide, forming potassium mercuric iodide, or, as it is commonly known, Mayer's reagent. This compound would precipitate the alkaloids of cinchona in the mixture. The danger in such a prescription is that the patient may take most of the precipitate at one time and thereby get an overdose of the mercuric iodide, which is thrown out of solution with the alkaloids.

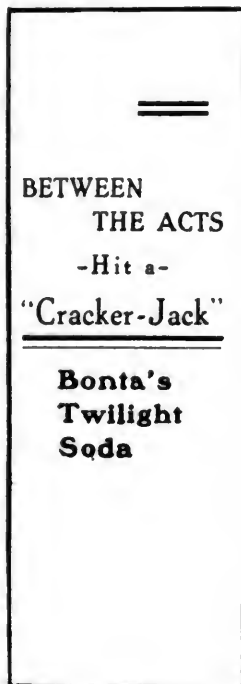


MEMBERS OF THE TEXAS BOARD OF PHARMACY.—The three men in the front row, reading from the left, are W. P. Robertson, of Gonzales, treasurer; W. H. Robert, Jr., of Denison, president; and R. H. Walker, of Gonzales, secretary. The three men standing behind are Bruce Verdenburgh of Beaumont; Thomas J. Snell of Cooper; and John A. Weeks of Ballinger. In this connection it is interesting to note that Texas has had an all-State pharmacy law only during the last year, and the present Board is the first to serve under the act. Previously there were district boards all over the State, and W. H. Robert, Jr., president of the new all-State Board, was for 15 years the president likewise of the examiners in his own district. That the new Texas law, and the creation of a board of pharmacy having jurisdiction over the entire State, will result in much good to the pharmaceutical affairs of the Lone Star commonwealth cannot be doubted.

## BUSINESS HINTS.

### Some Unique Advertising.—

C. L. Bonta, a druggist owning two stores in Philadelphia, is rather a clever advertiser. Among other things he pushes his soda business pretty hard throughout the entire year, and in his soda advertising he has systematically used the catch phrase "Twilight Soda." In the accompanying reproductions



we are showing, in only a slightly reduced size, three of the Bonta ads. They were all printed on cardboard, two of them with red ink and the other with green. The round tags must have been employed by fastening them on packages leaving the store.

### A Small Two-page Announcement.—

A neat folder  $3\frac{1}{2}$  by 6 inches in dimensions has been distributed by Leon Hale, of Tampa, Florida. The front cover reads: "In the center of the City—Leon Hale, Druggist, Tampa, Fla." The back cover bears only a line: "Get it at Hale's." The ink is blue, the paper white. The text consists of short, pithy sentences calculated to tell their story in a quick, forcible manner:

Right in the heart of this city there is a store—  
An unusual and distinctive store; perhaps unlike any you may know.  
There would be many stores such as this but for the time and labor required to build them.  
Quality and carefulness are distinctive features of this store.  
The making of medicine is the aim and object of this store.  
For twelve years this store has studied how to do things as they should be done.  
The improved arrangement, superior facilities, and perfect methods of this store are worth thinking of.  
There are no soda water and cigars in this store, but everything that belongs to the ideal pharmacy.  
Modern inventions and modern methods—Telephones and Messenger service—bring this store near to every home in Tampa.

### Some of the Riker Advertising.—

During the last year or two several references have been made in this department to the excellent advertising material gotten out in New York City by the William B. Riker & Son Co., operating a chain of nine stores in New York proper and in Brooklyn. Some months ago the Riker concern purchased the five stores in Boston of the Jaynes Drug Co., and we have before us a booklet devised for the purpose of announcing the combination to the people of Boston. The cover is unique in the extreme. It bears the title of "A Tale of Two Cities," and a huge chain is seen to connect a large building in Boston with another large building in New York. At one end of the chain is the legend "Jaynes'—Boston," while at the other end is the legend "Riker's—New York." We are going to reproduce two or three of the pages of this booklet. Here is one, for instance, on the toilet department:

### IN OUR TOILET DEPARTMENT DWELL THE SECRETS OF BEAUTY.

Nature's assistants to a perfect complexion are in evidence here, and all the powders, lotions, perfumes, and creams which delight the feminine fancy have found their way into our Toilet Goods Department.

At home and abroad we have sought and found those delicate and dainty toilet accessories which are in daily demand. Added to this list we now have the famous Riker Toilet goods, which find a cordial welcome on every toilet table so fortunate as to receive them. A list of these popular perfumes, creams, etc., will be sent to any address, and an examination and discussion of their value is solicited at the toilet counter of any of our stores. A velvety skin, freedom from wrinkles, preservation of the hair and teeth, all are sure to follow the use of these aids to the toilet.

Attendants at the toilet counters in our several stores will take pleasure in giving you detailed information concerning any goods in which you may be interested. If you find it inconvenient to call—do not hesitate to write to our Mail-order Department.

The page devoted to soda in the Riker booklet ran like this:

### RIKER-JAYNES SODA.

We are willing to stand or fall on our Soda reputation. He who has not stood at our Fountain at all seasons of the year and quaffed this pure and delicious nectar has something yet to live for.

Ice Cream—the very name suggests delight and satisfaction when mentioned in connection with a Riker-Jaynes Soda Fountain. Eggs, Milk, and Cream direct from Farm to Fountain. We take particular pride in furnishing milk which always contains a larger percentage of butter fat than is required by the laws pertaining to this matter. Everything of the best is good enough for us.

Added to our long list of delicious beverages come now the Riker's famous formulas to quench the thirst and tickle the palate. At no other places in the world can the thirsty traveler be more perfectly satisfied than at our fourteen famous fountains in Boston, New York, and Brooklyn. Pure fruit syrups, prompt, clean, and satisfactory service, all combine to make our Soda the very best ever.

One of the pages of the booklet contained this group of small ads. of some of the Jaynes medical specialties:

### A FEW OF THE JAYNES LABORATORY TRIUMPHS

#### JAYNES' BALSAM OF TAR.

50c. and \$1.00.

A guaranteed Cough Cure, which has enjoyed a steadily increasing sale for 20 years.

#### JAYNES' ASTHMA CURE.

Ten-oz. box, - 35c.  
Twenty-oz. box, 60c.

Most grateful relief ever introduced for this distressing ailment.

#### JAYNES' MALTOLEUM.

50c. and 87c.

No taste of the oil. Cures Chronic Bronchitis and Debilitated Conditions. Excellent remedy for children. Long record of cures.

#### JAYNES' CARBOLIC HEALING SALVE.

20c., 40c., 80c.

Best Healing Ointment known. Antiseptic and Soothing.

#### JAYNES' DYSPEPSIA TABLETS.

40c. per box of 90 Tablets.

Affords Immediate and Permanent Relief in Cases of Indigestion, Dyspepsia, Sour Stomach, etc.

#### JAYNES' GARGLE.

25c. and 50c.

Hundreds of families keep a bottle of this gargle handy and depend upon it entirely in cases of recent or chronic throat troubles. A really wonderful remedy.





the flowers, with here and there a bottle or package of the article to be advertised, rising from their midst. If the window be large or the supply of flowers limited, then they should be placed in low, flat receptacles, as thus treated fewer will be required to cover the desired space.

Violets are not the only flowers to be employed in this manner. The primrose and wild rose may be used with wonderful effect, as may also wild daisies and many other flowers.

#### Two Good Sellers.—

Cold cream and hair tonics lend themselves to most any kind of advertising. Druggists who desire to mention these

ADD TO YOUR TOILET REQUISITES

## COOBAN'S Rose Cold Cream

¶ We warrant that you will be well satisfied (yes, delighted) with the experiment. For years we have been manufacturing this invaluable aid to the toilet and it has given universal satisfaction. Its sale has spread far beyond the confines of Chicago. It softens and beautifies the skin—giving a pleasing, peachy effect that commands admiration from all.

Price 10c., 25c., 50c.  
Per Box

**B. S. COOBAN & CO.**  
559 West 63d Street  
CHICAGO

## Hair Raising Talk

¶ This is not a blood and thunder story—the sort that causes your blood to curdle and your hair to raise. On the contrary it is a brief, nice civilized talk—yet showing how to raise a fine crop of hair and keep it in good condition by using

### COOBAN'S QUININE HAIR TONIC

¶ We claim that it is easily the best toilet requisite of its kind on the market. They who have used it enthusiastically say it is. It cleans and invigorates the scalp; it prevents dandruff; it stops the hair from falling out; its regular use soon shows surprisingly satisfactory results; and there is not one drop of injurious matter in its composition. Price per bottle, 25c. and 50c.

**B. S. COOBAN & CO.**  
559 W. 63d Street CHICAGO

products in a circular or newspaper will find the accompanying ads. by Cooban of service.

#### Soda Hints.—

At the last annual meeting of the Michigan State Pharmaceutical Association, Mr. E. L. Keyser, of Pontiac, made some instructive comments on the soda-water business. Mr. Keyser said in part:

"Let chocolate be your leading flavor. Get the best chocolate available, make it the very best you can, and push it. Nothing will win you trade and make a reputation for your fountain like the *best* chocolate in town. We get 10 cents for chocolate soda, while we sell all the other syrup flavors for 5 cents. Yet we sell more chocolate than any other two flavors.

"In the soda business I am a great believer in signs. Put up as many nice placards as you have room for. Make them

neat and plain. If you have no one in the store who can get up a good sign, have a sign-writer make them for you. Put up one for a new drink every day or two. It will surprise you how your customers will enjoy looking for your announcements of new beverages; and if the drinks have quality, the patrons will get the habit of trying all the new ones and telling their friends about them. This is the best ad. for your fountain."

#### A Sticker for Advertising Baking Powder.—

C. V. Thomson, of Tillsonburg, Ontario, has been unusually successful in the sale of baking powder. He attributes the fact to a simple but effective piece of advertising. Nearly every package which leaves his store bears the sticker reproduced



herewith. This ad. is also placed here and there upon the show-cases and in and around the town. "Since using these stickers," says Mr. Thomson, "our sales have been enormous." This idea may be applicable to other products.

#### He is Anxious to Accommodate the Dear People.—

To be or not to be—whether the druggist should sell postage-stamps, keep a directory on the counter, and run a free telephone for the benefit of an exacting public, or whether all these things should be absolutely eschewed—this is a question which is often argued and debated among druggists, but which has yet never been definitely settled. Here is a druggist, indeed, who apparently believes that free accommodations to the public gives the merchant a chance to get in touch with purchasers. Witness the language of a circular which he has recently distributed with great freedom:

#### LET US GET ACQUAINTED.

Do you know we have Four Telephones and a Telegraph Station, a Local Express, an atlas of the world, an up-to-date directory of Philadelphia, and can furnish directory information of all large cities in the U. S.?

We can furnish train information for Pennsylvania R. R.

We have a supply of cards and stamps for small orders and will gladly furnish all you want on short notice.

We deliver Phone Calls, charges made for messenger.

These are only a few of the accommodations we have to offer in return for your patronage, if it be large or small.

Call and see us and talk it over. Perhaps we can get better acquainted.

Business Hours: 7:30 A.M. to 11 P.M.; Sunday, 8 A.M. to 1 P.M., 6 to 10 P.M.

Use night-bell when store is closed.

ELLIS G. ESHLEMAN,  
Medicines,

TWENTIETH AND BERKS STREETS, PHILADELPHIA.

## PRACTICAL PHARMACY.

### Compound Solution of Cresol.—

At a recent meeting of the Chicago branch of the American Pharmaceutical Association, Mr. Nitardy commented on compound solution of cresol. His experiments showed that volatile oils and glycerin added to the U. S. P. preparation will not make it more miscible with water, although alcohol will do so if enough is added. Twelve-per-cent alcohol added will make the solution miscible with an equal volume of water or with ten times its volume or more of water, but not with amounts of water between these proportions. Fifteen-per-cent alcohol will make the solution miscible with water in almost any proportion. Among the volatile oils and related substances which Mr. Nitardy had used in his experiments were oil of turpentine, benzaldehyde, eugenol, and eucalyptol. It is his experience that cottonseed oil was more difficult to saponify than linseed oil, though it produced a little lighter colored solution, but this is of no special advantage. He thought it not advisable to reduce the amount of soap in the solution, as had been suggested by some, as the effect is to render the solution more caustic. The proposed formula is:

Cresol .....	500 grammes.
Linseed oil .....	350 grammes.
Potassium hydroxide .....	80 grammes.
Alcohol .....	35 Cc.
Water, a sufficient quantity to make	1000 grammes.

Dissolve the potassium hydroxide in fifty grammes of water in a tared dish, add the linseed oil, and mix thoroughly. Heat the mixture on a water-bath or on a steam-bath to about 70° C., incorporate the alcohol, and continue heating until saponification is complete. Then add the cresol, stir well, cover the vessel and allow to stand, stirring occasionally until a clear solution is produced. Finally add sufficient water to make the finished product weigh one thousand grammes.

Mr. Becker stated that he made large quantities by mixing cresol in commercial soft soap of good quality. As the soap contained much water it was not possible to dissolve more than 47½ per cent of cresol in it.

Mr. S. K. Saas added 30 per cent of water to the soap of the official formula and then 30 per cent additional of cresol. This gave a clear preparation perfectly miscible with water.

### Dispensing White Precipitate Ointment: A Criticism.—

The editor of the *New York Medical Journal* makes the following rather severe criticism in his issue for February 29, 1908:

"It would seem from incidents that have lately come to our knowledge that the newer graduates of pharmacy leave school without that drilling in the smaller details of dispensing that distinguished the pharmacists of an older generation. A touchstone of the care observed by a pharmacist in the preparation of galenical compounds is the white precipitate ointment of the Pharmacopœia, officially entitled *unguentum hydrargyri ammoniati*. As prepared by different pharmacists this ointment presents varieties of appearance and consistence, and one is tempted to ask under which standard New York pharmacists prepare the official drugs and medicines. Of course, when white precipitate ointment is asked for or prescribed, only the unguent of the Pharmacopœia should be dispensed. This is a preparation consisting of equal parts of

hydrous wool-fat and white petrolatum medicated with ten per cent of ammoniated mercury. Explicit directions are given in the Pharmacopœia for the compounding of the ointment so as to provide a smooth, creamy salve in which the ammoniated mercury is so evenly distributed as to make the particles invisible to the naked eye. Since the eighth revision of the Pharmacopœia became official we have been supplied with what was represented to be ointment of ammoniated mercury, which consisted of a coarse mixture of gritty lumps of ammoniated mercury and yellow petrolatum, and with mixtures of lard and ammoniated mercury, which in all cases showed a lack of care in preparation that was most reprehensible. Pharmacists who would be so indifferent to the requirements of the Pharmacopœia would not think of the necessity of using a horn or vulcanite spatula in the preparation of a mercurial ointment, and one is justified in assuming that carelessness in one thing means carelessness in others. It is a disturbing thought for a physician, who is often compelled to depend on the professional honor of the pharmacist for the preparation of medicines in strict accordance with the rules of the apothecary's art. The ointment of ammoniated mercury is frequently prescribed in the treatment of the slight eczematous conditions which sometimes make their appearance on the margins of the eyelids in young children, as well as in adults, but good results cannot be expected with ointments which are hastily thrown together without regard to the elementary principles of pharmaceutical technique."

Is this criticism of the medical editor justified? Have pharmacists been guilty of these offenses? Or is this another example of hasty and ill-founded rushing into print? Whatever answers may be vouchsafed to these questions, however, the incident has its plain moral.

### The Preservation of Rubber Articles.—

In the *Journal de Pharmacie* there is an article dealing with the preservation of rubber goods in different liquids which is of special interest to pharmacists and surgeons, says the *Chemist and Druggist* of London. Many substances have been recommended for this purpose, and it is well to know which of them is the most approved. The writer discusses the various merits and demerits of lime-water, phenol, and aniline solutions, glycerin-alcohol solution, and solution of potassium pentasulphide. The conclusions are that for undeteriorated rubber 3-per-cent solution of phenol and 3-per-cent solution of aniline are best, while for deteriorated rubber, or such as may have been exposed many times to boiling water, a 1-per-cent solution of potassium pentasulphide is most to be recommended, the restorative properties of the last mentioned depending on the penetration or absorption of the sulphur from the pentasulphide. Regarding the 3-per-cent solution of phenol, the writer has known of rubber tubing remaining unaltered after being kept ten years in this solution, and that without the solution being renewed. It is necessary, of course, to use a suitable vessel—for tubing, one in which the rubber lies in easy coil; for catheters, etc., an upright position in a tall vessel is the best. The solution of aniline has properties similar to those of phenol. It has been remarked, however, that black rubber immersed in this liquid undergoes an augmentation of volume; tubing, for instance, showing a marked increase in length.

## QUERIES.

*Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

### *Making a Compound Emulsion of Cod-liver Oil in Ten-gallon Quantities.*

C. K. writes as follows: "Will you kindly give me a good formula for a ten-gallon lot of a 40-per-cent emulsion of cod-liver oil with hypophosphites of lime and soda? I want one which will stand any length of time without separating. I have tried many formulas, including that to be found in the latest edition of the N. F., but they all separate on standing. I may add that I make such emulsions in a machine churn. Can you give me a formula for a bleaching compound to be used to whiten an emulsion of cod-liver oil? Such compounds have been used, I believe, by some manufacturers. Lastly, can you tell me if any book has ever been published on the subject of emulsions?"

This query we have submitted to Prof. Wilbur L. Scoville, well known as an expert in pharmaceutical technique, and we have Professor Scoville's reply in the following language:

"I suggest that your correspondent use the following formula:

Powdered acacia .....	2 lbs.
Powdered tragacanth .....	1½ lbs.
Powdered arrowroot .....	1½ lbs.
Cod-liver oil .....	4 gallons.
Syrup of hypophosphites.....	1 gallon.
Tincture of tolu.....	8 ounces.
Oil of wintergreen.....	1 ounce.
Oil of sassafras.....	1 ounce.
Oil of clove.....	¼ ounce.
Water, to make.....	10 gallons.

Mix the gums and arrowroot with half a gallon of oil and add a quart of water. Stir this thoroughly until a stiff mixture results, and then add the oil in portions of about a quart, with a pint of water, stirring or churning each portion until thoroughly emulsified. Continue until all the oil is emulsified, then add the flavoring oils and enough water to make 8 gallons, next the syrup and the tincture in succession, and finally enough water to make 10 gallons. Lastly, churn the mixture about an hour before bottling.

"If properly emulsified no separation should take place on standing during several months.

"We do not know of any preparation to bleach or whiten an emulsion, and doubt if any is used by manufacturers. If a good light-colored grade of cod-liver oil is used, and good gums (which are also necessary for a good emulsion) are employed, the emulsion will be white and no bleaching agent will be needed. In fact the best whitening agent is a good emulsion machine and the skill to use it to advantage.

"I do not know of any book exclusively devoted to emulsions."

We may add that while no book has been gotten out on emulsions, the subject is quite exhaustively discussed in many of the text and reference books on pharmacy. We may speak particularly of the three "practices of pharmacy" by Remington, Caspari, and Coblentz. Professor Scoville's "The Art of Compounding," published by P. Blakiston's Son & Co., 1012 Walnut Street, Philadelphia, also devotes considerable attention to the manufacture of emulsions.

### *Confusion Between Benzine, Naphtha, and Gasoline.*

T. R. T.—In an article presented at one of the recent annual meetings of the American Pharmaceutical Association, Otto Raubenheimer, Ph.G., of Brooklyn, N. Y., spoke of the confusion which exists with reference to these three products. He declared that he had repeatedly sent to paint stores for gasoline and received ordinary benzine. When he would return it as not being what he asked for the invariable reply would be that it was "all the same." But they are not the same, and Mr. Raubenheimer made the point that benzine, naphtha, and gasoline may be compared to 94-per-cent alcohol, deodorized alcohol, and absolute alcohol. In the fractional distillation of the crude oil, the lightest hydrocarbons which come over first are called gasoline. The next distillate, of a heavier specific gravity, is naphtha, and the next heavier still is benzine, the last and heaviest of all being kerosene. The first and lightest, gasoline, is of course the most highly inflammable and is very dangerous to use. Naphtha is only less dangerous, and benzine is much safer to employ when a cleaning agent is required. These facts ought to be considered in the sale of such agents to customers. Gasoline is very explosive, and patrons should be warned not to use it in a room in which a light is burning—indeed, for cleaning purposes it ought to be employed out-of-doors, and Mr. Raubenheimer thought a red danger label should be attached to the container.

The price of benzine is given in "Prices Current" in this issue. It varies only a cent or two a gallon from that of gasoline.

### *Proprietary Names vs. the Food and Drugs Act.*

The R. Mfg. Co. have evidently read the reports of the Harper case in Washington—a case which ended with the conviction and fine of Mr. Harper for the manufacture and sale of a preparation known as "Cuforhedake Brane Fude." They ask us if in our judgment the title "Cureoil Horse Liniment" would be construed as a violation of the misbranding clause of the food and drugs act. We have submitted this query to a consulting member of the BULLETIN staff, Mr. C. M. Woodruff, who has made a pretty close study of food and drug legislation. Mr. Woodruff's reply is as follows:

"Whether the title 'Cureoil Horse Liniment' is lawful or not is really a question of fact upon which two courts and two juries might not agree. The question involved may be formulated thus: Is the word 'Cureoil' a false or misleading statement? It is a coined word and would doubtless be held to be good as a trade-mark. My judgment is that the courts would not hold it to be a misstatement within the meaning of the law, and if the matter came before a jury I think the court would instruct the jury that it was a question of fact for them to consider, and that in considering it they must take into account the other claims made upon the label respecting the properties of the product."

### *To Disguise the Odor of Kerosene.*

E. R. D.—There is no method of destroying the objectionable odor of kerosene. The smell may be covered by the addition of one per cent of amyl acetate, or disguised by the addition of a small percentage of oil of cassia. The last-named oil is used in the preparation of a kerosene compound

which is widely advertised as a mosquito exterminator. But the mere addition of an odorous substance is never satisfactory. The best method is to attack the smell in a chemical way. The following treatment has been recommended as providing a means of rendering the oil both colorless and odorless: To a mixture of one-fourth liter of sulphuric acid and one and three-fourths liters of water is added, after cooling, thirty grammes of potassium permanganate, followed by mixing with four and five-tenths liters of kerosene, the whole to stand for twenty-four hours, with occasional shaking. After this period the kerosene is drawn off and agitated for several hours with a solution of seven and five-tenths grammes of potassium permanganate and fifteen grammes of sodium carbonate in one liter of water. The mixture is then allowed to stand for some time, when the kerosene is drawn off in an odorless and colorless condition.

#### Once More: The "Burning" of Ashes.

Several references have lately been made in this department to substances used for completing the combustion of ashes, and last month a note was also printed in our department of "Letters." Inasmuch as there seems to be some little interest in this subject we are now reprinting a newspaper clipping sent in by one of our readers:

To one gallon of hot water add two ounces of oxalic acid and one pound of rock or packer's salt. This solution sprinkled over coal and ashes used in New York schools and found to be applicable to stoves has made a remarkable saving in the cost of fuel used in the schools of the big city, according to S. S. Howe, a local investigator. Every janitor

has received instructions to use this solution regularly. Not less than 25 per cent and as high as 70 per cent of fuel is saved.

The solution is best put on the coal and ashes with a sprinkling can, as saturation mars the efficiency.

Where broken coal or similar sizes are used ashes can be pulled to the door of the ash-pit, dampened with the solution, and refired.

Where pea coal is used the coal can be mixed with the ashes in the proportion of one part coal to two parts ashes.

The fire should be started with coal to form a good body, and should it become low during the day fresh coal should be shoveled on. The prepared ashes or coal should be spread over the body to a depth of about two inches.

It is found that the use of the solution causes less clinkers than coal alone.

In New York comparisons are made of the showing of the different schools, and all janitors seek to rank high in the monthly rating.

#### Harrington's Solution.

G. E. asks us for the formula of a solution used by surgeons and known as Harrington's Solution. We borrow the following information from the *American Druggist*:

This is essentially a 1-to-1000 solution of corrosive sublimate in diluted alcohol. It seems to have been proved experimentally and clinically that the solution will kill all the common germs met with in surgical practice in from twenty seconds to a minute. It is the practice of surgeons previous to operating to thoroughly wash their hands in hot soap-suds and then immerse them in Harrington's solution. The solution is also used for washing out infected wounds where it is applicable, the solution being allowed to remain in contact with the surfaces of wounds or abscess cavities for from three to five minutes, when it is then irrigated or sponged away and the particular wound dressed as required. Besides its established antiseptic property it has the power when applied to a raw surface to produce a copious discharge of serum, which aids the washing away of noxious elements from the wound.

The ingredients and quantities may be conveniently expressed for the use of pharmacists in the following terms:

Corrosive sublimate .....	15 grains.
Hydrochloric acid, C. P. ....	2½ ounces.
Water .....	12 ounces, 6 drachms.
Alcohol .....	27 ounces.

#### An Incompatible Mixture.

S. J. W. wants to know why a precipitate forms when he mixes the fluidextracts of aloes, celery, sarsaparilla, sassafras, and senna.

The reason is plain. The alcohol present in these several fluids varies from 26 to 83 per cent in strength. When these fluidextracts are mixed, and each fluid is thus combined with a foreign menstruum, a certain amount of precipitate is thrown out and settles to the bottom of the container. The reason of course is that some of the principles in these drugs are insoluble in any other strength of alcohol than that originally employed. The mixture should be allowed to stand from 24 to 48 hours and filtered with the aid of purified talc. A clear liquid will then result which may be safely utilized. Some of the medicinal virtue of the fluids may be lost in the residue, but that is unavoidable in such a formula.

#### The Use of an Oxygen-liberating Salt in a Toilet Cream.

S. W. B.—Some time ago B. S. Cooban discussed in the *BULLETIN* the advisability of employing sodium perborate in a toilet cream. Later on one of our subscribers expressed his opinion that this particular salt would be broken up by even the slight amount of moisture present in such a cream,



[Drawn for the BULLETIN by W. A. Humphries.]

#### AMENDING THE MOTION.

SALESMAN (Inferior Drug Co.): I'm going to write a book entitled "Druggists I've known and things I've done."

DRUGGIST: Why don't you call it "Things you've known and druggists you've done?"

and that the surplus oxygen would therefore be liberated before the preparation was used. We submitted the question to the Roessler & Hasslacher Chemical Co., which has had a large experience in the manufacture of oxygen-liberating salts during the last few years. Dr. Richard von Foregger, one of the company's experts, wrote us that, while he could not speak with authority on the question, he would advise the use of peroxide of zinc instead of perborate of sodium in a toilet cream. Perborate of sodium is more particularly suitable for the preparation of powders—a foot powder, a perspiration powder, or a talcum powder.

### Artificial Vichy Water.

M. J. wants a formula for the manufacture of artificial vichy. The following formula is based on the analysis of Bauer-Struve:

Sodium iodide .....	0.016 part.
Sodium bromide .....	0.08 part.
Sodium phosphate .....	.2 parts.
Sodium silicate .....	.80 parts.
Potassium sulphate .....	.125 parts.
Sodium chloride .....	.139 parts.
Sodium carbonate .....	.6,792 parts.
Aluminum chloride .....	.1 part.
Strontium chloride .....	.1 part.
Ammonium chloride .....	.3 parts.
Magnesium chloride .....	.24 parts.
Calcium chloride .....	.170 parts.
Manganese sulphate .....	.046 part.
Iron sulphate .....	.1 part.
Sulphuric acid .....	.40 parts.
Water to make .....	10 gallons.

Mix the first seven ingredients with about ten times their weight of water and filter. In the same manner, mix the next five ingredients with water and filter; and then the last three ingredients. Pour these solutions into sufficient water contained in a fountain to make ten gallons, and charge at once with carbon dioxide gas.

### A Cheap Flavoring Extract of Vanilla.

W. D. A.—Why not try the compound tincture of vanillin of the National Formulary? This has often been said to be about the best cheap extract of vanilla (called "vanilla" by courtesy) which can be made. Here is the formula:

Vanillin .....	6.5 Gm.
Cumarin .....	0.4 Gm.
Alcohol .....	200 Cc.
Glycerin .....	125 Cc.
Syrup (U. S. P.) .....	125 Cc.
Comp. tincture of cudbear (F. 419) .....	16 Cc.
Water, a sufficient quantity to make .....	1000 Cc.

Dissolve the vanillin and cumarin in the alcohol, add the glycerin, syrup, and compound tincture of cudbear, and lastly, enough water to make 1000 cubic centimeters.

Of course you understand that under the present food and drug laws such a product cannot be called "Extract of Vanilla." It must be termed "Compound tincture of Vanillin," "Vanillin flavoring Extract," or something of this sort.

### Tincture of Cudbear.

M. J.—The National Formulary gives a method for the manufacture of this preparation. To quote:

Cudbear .....	.240 grains.
Caramel .....	.3 troy ounces.
Alcohol,	
Water, of each a sufficient quantity	
to make .....	32 fluidounces.

Mix one volume of alcohol with two volumes of water. Macerate the cudbear with 750 Cc. (or 24 fluidounces) of the menstruum, during twelve hours, agitating occasionally; filter through paper, and add the caramel, previously dissolved in 125 Cc. (or 4 fluidounces) of water. Then pass enough of the before-mentioned menstruum through the filter to make the whole measure 1000 Cc. (or 32 fluidounces).

Some improvements on the N. F. formula are contributed to the department of Letters in this issue of the BULLETIN.

### A "Tasteless" and Transparent Preparation of Castor Oil.

E. J. D.—In a paper read before the New Jersey Pharmaceutical Association, Prof. P. E. Hommell described the various modes of administering castor oil to make it palatable. After considerable experimentation he had found that the following formula yielded a preparation which was about all that could be desired as a palatable and transparent product:

Castor oil .....	4 ounces.
Saccharin .....	.1 grain.
Oil of anise .....	.8 drops.
Alcohol .....	.1 drachm.

Dissolve the saccharin in the alcohol by the aid of gentle heat, and add the oil of anise; then agitate this mixture well with the castor oil.

Innumerable other formulas for "tasteless" castor oil have been printed from time to time in the BULLETIN. See the annual indexes in the December issues.

### A Liquid Eczema Cure.

D. C. B.—We hesitate to publish such a formula because the internal treatment of eczema varies with the individual. A competent physician should be consulted. Bulkley, however, recommends the following formula:

Potassium citrate .....	2 drachms.
Fowler's solution of arsenic .....	.1 drachm.
Tincture of nux vomica .....	.2 drachms.
Tincture of cinchona compound, sufficient	
to make .....	4 ounces.

Mix. A teaspoonful in water is taken after meals as a tonic and alternative.

For further information on this subject consult any work on therapeutics.

### A Tooth Powder.

W. L. D.—Mr. Ernest Melling, of Bryn, England, contributed a formula to the BULLETIN in 1906. It has proved successful with him:

Powdered cuttlebone .....	4 ounces.
Powdered orris root .....	.6 ounces.
Powdered Castile soap .....	4 ounces.
Powdered magnesium carbonate .....	.1 ounce.
Precipitated chalk .....	.2 pounds.
Oil of rose .....	32 drops.
Oil of wintergreen .....	16 drops.
Oil of peppermint .....	16 drops.

Mix and run through sieve. This can be tinted if desired.

### A Condition Powder.

S. N.—The following formula for a condition powder will doubtless serve the purpose mentioned in your letter:

Gentian .....	16 ounces av.
Anise .....	16 ounces av.
Ginger .....	4 ounces av.
Sulphate of iron .....	2 ounces av.
Potassium nitrate .....	3 ounces av.
Fenugreek .....	6 ounces av.
Sodium chloride .....	1 ounce av.

Dose, dessertspoonful in the feed, morning and night.

### A Difficult Prescription.

J. P. A. writes: "The following mixture when freshly prepared is a bright, clear solution, but on standing for a week or so it turns dark and precipitates. Will you kindly tell me something which I can add to this formula to prevent precipitation?"

Zinc sulphocarbolate .....	.32 grains.
Deodorized tincture of opium .....	.2 drachms.
Tincture of catechu .....	.2 drachms.
Rose water, sufficient to make .....	8 ounces.

Mix and filter.

Nothing can be added to make the mixture stay clear. Let it stand a few days and then filter it through talc.





TWO N. A. R. D. SNAPSHOTS.—The two pictures shown on this page were taken by F. B. Lillie, of Guthrie, Oklahoma, at the Chicago convention of the N. A. R. D. last September. Camera fiends abounded at the meeting, and a group of them is shown in this view. Dr. H. M. Whelpley, of St. Louis, always having his camera with him, stands at the left. The next figure but one is that of Col. John W. Lowe, of Boston, and the two men at the right are James F. Finneran of Boston and Caswell A. Mayo of New York.

#### *Red and Green Fires.*

W. H. W.—Some years ago W. A. Dawson published an article in the BULLETIN on this subject. He gave the following formula for a red fire:

Strontium nitrate .....	12 ounces.
Potassium chlorate .....	4 ounces.
Shellac .....	4 ounces.
Lycopodium .....	3 drachms.

I have a fifty-pound salt box, one of the kind that Rochelle salt, borax, etc., come packed in; the sides and bottom are each of one piece of wood, dove-tailed and glued together so that the box is perfectly tight. Before using it the first time, I carefully scraped the inside with a piece of glass to make sure that no trace of chemicals remained. Strontium nitrate is ordered of the wholesale house "granulated," as is also the shellac and the potassium chlorate. The strontium salt was first sifted into the box through a No. 20 sieve to free it from lumps. The other ingredients are not thus treated, but are simply dumped into the box on top of the strontium. The operator then rolls up his sleeves and does the mixing, literally "by hand." There is absolutely no danger by this method of mixing; and it does not take over half an hour to make a fifty-pound batch.

To make the green fire the same formula is used, save that barium nitrate is employed in place of the strontium salt.

This makes a very brilliant fire. Mr. Dawson sold this product for 30 cents a pound. He burned liberal quantities in front of the store by way of advertising and put a sign in the window, "Red or Green Fire—30 cents a pound." This fire is not only a fine red, but it is a much more powerful illuminant than any kind made by the fireworks manufacturers.

#### *The Supposed Oxidation of Calomel in the Stomach.*

B. D. Co. sends us the following communication: "When a patient takes calomel three times a day in  $\frac{1}{4}$ - or  $\frac{1}{6}$ -grain doses, will fruit such as lemons, oranges, grape fruit, or sour pickles salivate him? Or can these things be eaten in moderation without danger?"

Three writers in the *Therapeutic Gazette*—Drs. Sprague, McIntyre, and Wheeler—all agree that there is no danger from the ingestion of acids after calomel. It has been held in the past that this combination would result in the formation of the bichloride of mercury, a poisonous salt. Evidence has accumulated yearly which proves this old theory false. Dr. McIntyre cites one case where nearly a dozen lemons

were eaten during the hourly administration of the calomel. No salivation whatever resulted.

#### *Thickening a Liniment.*

J. R. H. declares that the following formula should produce a thick liniment. In his own experience, however, the product is as thin as milk:

Acid acetic, B. P. ....	4 ounces.
Oil of turpentine. ....	8 ounces.
Soap liniment .....	8 ounces.
Solution of ammonia. ....	8 ounces.
Hot water .....	28 ounces.

Mix and make liniment.

We suggest that J. R. H. add more soap to the formula. This will overcome the trouble.

#### SPIRIT OF NITROUS ETHER FOR VETERINARY USE.

Regarding J. R. H.'s other query, let us say that we can hardly suggest an economical substitute for spirit of nitrous ether. Solution of ammonium acetate might supplant this product in that it serves as a stimulant for animals; but ammonium acetate solution does not possess the mild diuretic action which follows the administration of spirit of nitrous ether. Plain alcohol serves as a stimulant and has some action on the kidneys; but alcohol could hardly be called an economical substitute for spirit of nitrous ether because there is little difference in the prices of these two products.

#### *Flavoring Extracts and the Revenue Laws.*

G. S.—We do not recall that the national government has ever ruled that a government liquor license must be taken out by the druggist or other dealer who desires to sell flavoring extracts. Certain weak essences of Jamaica ginger, however, have been involved in the enforcement of some of the State liquor laws where the authorities had reason to believe that the preparations were being used for intoxicating purposes. The same thing might hold true with a merchant who prepared and sold "fake" flavoring essences whose chief virtues were their content of alcohol and their innocence of any real flavoring quality. We cannot fancy, however, that, so far as the liquor laws are concerned, either the national or a



TWO N. A. R. D. SNAPSHOTS.—Secretary Thomas V. Wooten is the hero of this group, and he is flanked on either side by the officers of the W. O. N. A. R. D.—Mrs. Wallace, the president, at the left, and Mrs. Godding, the secretary, at the right. The other two ladies in the front row are Mrs. Moriarity and Mrs. Staples. Those in the rear row are Mesdames Griffin, O'Brien, Ernst, Finneran, and Lerche.



State government would interfere with a druggist for making a bona-fide flavoring extract. Flavoring extracts are of course very closely involved in the enforcement of food and drug legislation—but that, as Kipling would say, is quite another story.

#### *Overcoming Cloudiness in a Tooth-wash.*

J. E. K. is making a liquid dentifrice which will not remain clear. His formula reads:

Ground soapbark .....	8 ounces.
Alcohol .....	10 ounces.
Glycerin .....	6 ounces.
Oil of wintergreen.....	80 minims.
Oil of peppermint.....	60 minims.
Oil of cloves.....	5 minims.
Oil of cassia.....	5 minims.

Macerate this mixture for four days. Add 60 ounces of water and macerate four days longer. Filter. Let the preparation stand for two or three weeks to settle. Then color with carmine and filter through magnesium carbonate.

The filtrate is clear but turns cloudy on standing for two weeks. How may it be kept clear? asks our correspondent.

The precipitate is due to an inherent perversity in soapbark. It is bound to precipitate under any and all conditions. It persists in giving a muddy liquid instead of a clear one.

Prof. Wilbur L. Scoville, to whom we have referred this query, suggests the substitution of saponin (6 drachms) for the soapbark. This may remedy the difficulty, but even saponin does not always give desirable results. Probably it will be better to use soap instead of soapbark in this formula.

#### *A Perfumed Talcum Powder.*

W. L. D.—Here is a good formula for a scented talcum powder. It has appeared in the BULLETIN before:

Boric acid, in fine powder.....	1 ounce av.
Salicylic acid .....	100 grains.
Talcum, in fine powder.....	7½ pounds.
Powdered orris .....	½ ounce.
Extract violet .....	½ ounce.

Mix and sift.

Put up this preparation in three-ounce tall paper boxes, label them nicely, and sell them for 15 cents. The perfume must be governed by the selling price. Orris root or a tincture of orris, made by macerating two ounces of powdered orris in one pint of alcohol for seven days, may be used to help out a violet extract.

For a rose talcum, use a rose in place of the violet. Schimmel & Co. (Fritzsche Bros.) are making an artificial oil of rose at about half the cost of the finished product, which will answer the purpose.

#### *A Precipitate in Tincture of Ferric Chloride.*

C. F. G. writes us as follows: "I made some tincture of ferric chloride recently from iron chloride solution which had been prepared from ferric chloride, U. S. P. After standing a day a heavy precipitate fell in the tincture. What is the trouble? I have two gallons made up and would like to know."

The precipitate was probably ferric oxychloride. The solution of ferric chloride was improperly prepared and was deficient in free hydrochloric acid. Considerable care must be exercised in making solution of ferric chloride; otherwise it will not give a clear tincture upon adding the alcohol. The solution is directed in the U. S. P. to be made from iron ~~wi~~te and not from the chloride. Follow the official directions carefully and you will doubtless avoid trouble.

#### *A Soda Foam.*

T. B. P.—Quillaja may be used in the form of a tincture prepared as follows:

Quillaja, fine chips.....	4 avoirdupois ounces.
Alcohol .....	8 fluidounces.
Water .....	Sufficient.

Mix the drug with 16 fluidounces of water, boil for fifteen minutes, strain, and add enough water through the strainer to make the colature measure 16 fluidounces. Mix the liquid, when cool, with the alcohol, let stand for twelve hours, filter, and to the filtrate add enough water to make it measure 24 fluidounces.

If a cheaper preparation is desired, the alcohol may be replaced by water. Such a product would make just as efficient a soda foam, and may be preserved by the addition of a small amount of salicylic acid.

One fluidounce of the "foam" is required for 1 gallon of syrup.

#### *Pancreatin Solution.*

W. O. A. requests us to publish the formula of a straw-colored liquid pancreatin.

The National Formulary offers a recipe for a solution of pancreatin which should prove satisfactory:

Pancreatin (U. S. P.).....	256 grains.
Sodium bicarbonate .....	1½ troy ounces.
Glycerin .....	8 fluidounces.
Compound spirit of cardamom (N. F.)	1 fluidounce.
Alcohol .....	1 fluidounce.
Purified tale (U. S. P.).....	½ troy ounce.
Water, a sufficient quantity to make	32 fluidounces.

Triturate the pancreatin and the sodium bicarbonate gradually with 625 Cc. (or 20 fluidounces) of water; add the alcohol, compound spirit of cardamom and purified tale; mix them thoroughly by shaking, and pour the mixture upon a wetted filter, returning the first portions of the filtrate, until it runs off clear. Wash the filter with enough water to obtain 750 Cc. (or 24 fluidounces) of filtrate. To this add the glycerin.

Each 4 Cc. (1 fluidrachm) represents 0.065 Gm. (1 grain) of pancreatin (U. S. P.).

Average dose: 4 Cc. (1 fluidrachm).

#### *Making Percentage Salt Solutions.*

A. J. D. requests us to settle a little discussion on how to figure out a percentage solution. He asks: "When 8 ounces of a 1:2000 solution of mercuric chloride is called for, how much of the salt would be necessary? Do you figure on the basis of 457 or 480 grains to the ounce?"

In writing a prescription of this character, the average physician usually has in mind a weight-to-volume solution. The doctor wants so many grains in so many minims. Accordingly, 480 should be taken as the basis of calculations.

The amount of salt in 8 ounces of a 1:2000 solution of mercuric chloride is equal to  $(8 \times 480) \div 2000$ , or 1.92 grains.

The quantity of salt in 16 ounces of a 1:5000 solution of mercuric chloride is equal to  $(16 \times 480) \div 5000$ , or 15.36 grains.

#### *Trouble with a Zinc Oxide Ointment.*

F. F. Co. write as follows: "Will you please give us your advice in the manufacture of an ointment? We put up a veterinary product containing zinc oxide in large quantities. After melting the petrolatum in a large tin container, we add the zinc oxide with constant stirring and draw off the melted mass through a faucet. After the ointment cools the zinc oxide settles to the bottom. In putting up a large number of cans it is an almost endless task to stir each individual container. Can you suggest a better way?"

Add ten per cent of wax to the ointment. This will overcome the difficulty.

*Petroleum Emulsion.*

H. W. wants a formula for a petroleum emulsion. The N. F. gives the following:

Petroleum alba .....	1½ ounces.
Oil of almonds, expressed .....	7½ ounces.
Powdered acacia .....	1½ ounces.
Powdered tragacanth .....	360 grains.
Syrup, U. S. P. ....	3 fluidounces.
Tincture of orange peel .....	230 minims.
Water .....	a sufficient quantity.

Melt the petroleum and mix it thoroughly with the almond oil. Mix the acacia and tragacanth in a capacious mortar with 4¾ ounces of water and add the oil mixture gradually, triturating rapidly until a smooth emulsion is formed. To this add the syrup and tincture and enough water to make 32 ounces and mix well.

Dose, 4 fluidrachms.

Here is another from Fenner:

Liquid petrolatum (white) .....	6 ounces.
Condensed milk .....	3 ounces.
Syrup .....	3 ounces.
Cinnamon water .....	4 ounces.
Lime-water .....	4 ounces.

Rub the oil with condensed milk in a mortar, and add, first, the lime-water, then the cinnamon-water, and lastly the syrup, rubbing well together to form an emulsion.

If desired, 64 grains each of calcium and sodium hypophosphites to the pint may be added.

*Casein as an Emulsifying Agent.*

J. G. C. R.—Casein has been recommended as an emulsifying agent. According to Scoville's "Art of Compounding," however, casein is not easily obtained, and when procured possesses no advantage over acacia, so far as ease of manipulation is concerned. It should be comparatively fresh, since it decomposes on standing. The moist (freshly precipitated and undried) casein, combined with a little sodium bicarbonate, gives the best results.

*A Complexion Cream.*

H. R. C. wants a working formula for a complexion cream containing bismuth subnitrate and ammoniated mercury. We suggest:

Ammoniated mercury, U. S. P. ....	15 grains.
Bismuth subnitrate .....	½ ounce.
Distilled water, sufficient to make .....	1 ounce.

The ammoniated mercury should be freshly precipitated. The mixture will tend to settle out and should be dispensed with a shake label.

*For Burns.*

Texas writes: "What amount of carbolic acid and camphor should I add to sweet oil? The preparation is to be used on cuts and burns and must not irritate. I have used carbolic acid and sweet oil considerably for the purpose with good results."

We suggest:

Camphor .....	10 grammes.
Phenol .....	1 gramme.
Olive oil .....	89 grammes.

*Denatured Alcohol in Liniments.*

W. A. B.—No, denatured alcohol is not permissible in liniments or preparations of a similar nature. Wood alcohol has been frowned upon for this purpose for several years, and denatured alcohol contains both wood alcohol and benzene. Some State laws specifically forbid the use of wood alcohol in medicaments intended for either internal or external use.

*A Black Show-card Ink.*

T. R. T. wants a formula for a black show-card ink, one that dries quickly, leaving a gloss. It is to be used for brush lettering. Mr. Henry M. Curry, who contributed a very practical paper on show-card writing to page 152 of the BULLETIN for April, 1904, suggests a mixture of bone-black and gum arabic water. In his experience this has proved very satisfactory.

*A Polish for Silverware.*

E. N. H.—The following is a good formula:

Chalk, levigated .....	2 parts.
Oil of turpentine .....	4 parts.
Stronger ammonia water .....	4 parts.
Water .....	10 parts.

Mix the ammonia and oil of turpentine by agitation, and rub up the chalk in the mixture. Finally rub in the water gradually or mix by agitation.

*Antiseptic Solution.*

B. D. Co.—The following formula is a characteristic one:

Oil of eucalyptus .....	10 grains.
Oil of wintergreen .....	10 grains.
Menthol .....	10 grains.
Thymol .....	10 grains.
Boric acid .....	½ ounce.
Alcohol .....	4½ fluidounces.
Water, sufficient to make .....	16 fluidounces.

*A Product for Destroying Gnats.*

H. G. F. wants a formula for a good "gnat oil," one that will not take the hair off stock.

The official compound solution of cresol is the best agent which we can suggest for the purpose. An article on the manufacture of this preparation appears in the department of "Practical Pharmacy" elsewhere in this issue.

*"Bead" for Liquors.*

K. P. G.—The following "bead" for liquors has appeared in the BULLETIN before, having been borrowed from the "Scientific American Cyclopaedia of Receipts." Oil of vitriol, 2 ounces; sweet oil, 1 ounce; mix in a glass vessel. One drop is used for each quart of liquor.

*Short Answers.*

T. B. P.—We do not know the character of the proprietary headache remedy mentioned by you. Guarana has been used in migraine of the nervous form. The dose is 10 to 30 minims of the fluidextract.

G. D. C.—You might dissolve creosote in tincture of opium to the extent of a few minims to the ounce, in that way improving a product of the kind mentioned.

T. B. B.—A mixture of chlorinated lime and hot water poured into the waste pipe of the fountain will render good service in cleaning it out.

H. S. & S.—A formula for a "skin food" appears elsewhere in this department, and another in the department of "Letters."

W. O. A.—The National Formulary offers a recipe for a solution of pancreatin which should prove satisfactory.

M. J.—A formula for phosphorus paste appeared on page 527 of the December BULLETIN for 1907.

E. F. T.—It requires about six pounds of sulphur to disinfect 1000 cubic feet of space.

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## THE MONTH'S HISTORY.

### PROSPERITY OF THE N. A. R. D.

It seems evident that the N. A. R. D. has entered upon a new and definite era in its career. There were weeks of great uncertainty after the Indianapolis decree last year. The receipts fell off; associations here and there either withdrew from membership or lost heart in the movement; and although the Chicago convention in September did much to clarify the atmosphere there was still considerable doubt about the future of the organization. That the N. A. R. D. has now found itself, however, is pretty certain. It has successfully adjusted itself to the changed conditions and has taken up new issues which seem more vital and more permanent than the old ones. Charles M. Carr, in "N. A. R. D. Notes," makes it clear that the financial crisis of a few months ago has been successfully passed. Not only had the indebtedness of \$2000 carried over

from the last convention year been paid, but the N. A. R. D. has on hand a bank balance of over \$7000, exclusive of the San Francisco relief fund. This is the largest balance known in N. A. R. D. history, with the possible exception of that of 1905.

* * *

### THE PRESENT ISSUES.

In the same article Mr. Carr declares that the two great issues of the N. A. R. D. are now the U. S. P. and N. F. propaganda on the one hand and State and national legislation on the other. Price-protection, the "two, four and eight" policy, and other live questions are rated next in importance. The work done in these several directions has been reported upon from month to month in this department of the BULLETIN, but with reference to the subject of State and national legislation we may quote Mr. Carr as saying that "during the last eight months the N. A. R. D. has done more effective work in organizing druggists for legislative activity than has been done during the nine years of its previous existence." In every State picked men, to the number of 100, and sometimes 150, have been chosen to act with the legislative committee of the State association and the N. A. R. D. representatives in the State. During the next few months systematic efforts will be put forth to elect druggists to the various State legislatures, and a campaign toward this end has already begun locally in Chicago. In Milton, Kentucky, a good N. A. R. D. member, John Russell Inglis, has been nominated by the Republicans of his district as their candidate for Congress. With druggists represented in the State legislatures and the national Congress the organized drug trade of the country would have friends at court to look after their legislative interests.

* * *

### THE N. A. R. D. AND LEGISLATION.

So far as State legislation is concerned, the N. A. R. D. has this year chiefly sought to secure the enactment of several measures placing a heavy tax on itinerant venders of medicines. With respect to national legislation, the effort has been made to kill the parcels-post measures on the one hand, and on

the other to amend the Sherman act and bring about the success of the patent-reform bill. The latter measure, as our readers well know by this time, would deny a patent to a citizen or a subject of a foreign country except upon the same terms as that country would issue a patent to a citizen of the United States. Chairman Richardson, of the N. A. R. D. Committee on Legislation, has attended one or two hearings on the bill, and he reports that the chances for its introduction and passage early in the next session of Congress are excellent. The Sherman act has failed of amendment this year, but the subject is sure to bob up again next year. As for the parcels-post measure, the officers at N. A. R. D. headquarters are delighted that Postmaster-General Meyer has admitted the defeat of his proposal, so far at least as the present session of Congress is concerned. Incidentally we may say that the Manufacturing Perfumers' Association, in passing a resolution favoring parcels-post legislation at its recent annual meeting in New York, has aroused the ire of the N. A. R. D. people.

* * *

**THE N. A. R. D.  
AND PRICE  
PROTECTION.**

But while the N. A. R. D. has wisely taken up with new issues since the Indianapolis decree, it has not forgotten the subject of price protection and is apparently anxious to do what can be done legally in this direction. The National Executive Committee, holding its midwinter meeting in Chicago some weeks ago, made it pretty clear that loyal N. A. R. D. members ought to give their support to the proprietors who are "with the retail druggist," and deny it to those who are either indifferent or hostile. In "N. A. R. D. Notes," too, druggists have systematically been urged to "perform the back-shelf feat" with proprietaries selling for more than \$2, \$4, and \$8 a dozen. The Pinkham Compound and the Woodbury toilet specialties have been especially singled out for disfavor. It was decided at the meeting of the Executive Committee to hold this year's convention at Atlantic City during the week of September 14. Two subjects for discussion at that time are proposed by Mr. Bodemann in our department of "Letters," elsewhere in the present issue of the BULLETIN, and we may add that Mr. Bodemann suggested another topic at the Chicago banquet a few weeks ago when he declared that the constitution ought to be so amended as to prevent the election to office of any man "who seeks financial business and patronage from retailers."

**THE N. A. R. D. AND  
LIQUOR SELLING.**

Before passing on to other recent developments in current pharmaceutical history, and while still on the subject of N. A. R. D. growth and evolution, we desire to set forth with appreciation the attitude of the N. A. R. D. toward the sale of liquor by druggists at a time when the prohibition movement is presenting the drug trade with a peculiar temptation. The resolution adopted by the Executive Committee reads as follows:

*Resolved*, That it is the sense of the executive committee that the National Association of Retail Druggists is opposed to the illegitimate sale of intoxicating liquors, the committee believing the vending of liquors by druggists should be restricted to medicinal necessities;

*Resolved*, That the secretary be instructed to give this action of the committee the widest publicity.

That this is the wise and correct stand to take is scarcely open to question. Thousands of saloons are now being closed throughout the country. Thousands of druggists are consequently faced with a temptation to take illegal advantage of the situation. Will they meet the issue squarely and honestly? Will they preserve the good name of pharmacy?

* * *

**ATTITUDE OF  
THE BULLETIN.**

We do not desire to have our attitude toward the liquor question misinterpreted. We are not rabid prohibitionists, as at least one of our readers has hastily supposed. We are in general more inclined to believe in regulation than in destruction. We are not entirely sure that prohibition will entirely prohibit—experience in different States has shown that it frequently fails to do so. Neither are we sticklers on the subject of private drinking. But these considerations have absolutely nothing to do with the question. Whether drinking is reprehensible or not, whether prohibition is a wise movement or the reverse, the drug store is not the place where liquor should be sold as a beverage, and it is certainly the duty of the druggist to observe the law like any other respectable member of society. If he fails to observe it, if he yields to the temptation of getting business which is denied the saloon, if he abuses the privilege accorded him of selling liquor for medicinal purposes, he brings himself into disrepute, and he contributes in large measure toward disgracing the entire profession.

**THE LIQUOR  
CRISIS.**

That the danger is not fanciful, and that we are not exaggerating the possibilities, becomes apparent from the mass of newspaper clippings lying before us as we write. Here are fifteen druggists in one county of our own State, that of Michigan, sent to jail for violating the local option act. In another county three druggists are under prosecution. Out in Kansas cases are being prepared against druggists in different sections of the State. In Pasadena, California, a doctor who is also a druggist is in danger of languishing behind the bars from having done a thriving business in the writing of prescriptions on the one hand, and in the dispensing of them on the other. So it goes. If space permitted, and if we deemed it necessary, we could pile evidence on evidence. But what's the use? Now is the time when druggists ought to stand up so straight that they will be in danger of falling over backward, and we may add that those in the calling who are proving treasonable in the present crisis ought to be taken vigorously in hand by the profession at large. This is an issue which might well be discussed at the State meetings during the present summer. Pharmacy is on trial.

* * *

**FOOD AND DRUG  
LEGISLATION.**

Passing on to the subject of food and drug legislation, we may say that the Whitney bill in New York, discussed during the last two or three months in this department of the BULLETIN, has now been in the hands of the governor for some time. The thirty-day limit will have been passed before this issue of the BULLETIN reaches its readers, and there seems to be a possibility that Governor Hughes will for some reason not clearly understood permit the measure to die a natural death. In the meantime Dr. C. H. Irion, president of the Louisiana State Board of Health, has issued rules and regulations governing the enforcement of the Louisiana law. These are in many respects objectionable to the druggists of the State. Taking advantage of some section or other of the measure, the board has ruled that prescriptions may not be refilled if they contain narcotics or if the physician writes "Do not refill" on them. Solutions of carbolic acid more than 10 per cent in strength may not be sold without a prescription, and the sale of solutions of 10 per cent or less in strength must be registered like other poisons. Abortifacients may not be sold without prescriptions. It is the ruling with reference to the

refilling of prescriptions which has particularly aroused the ire of the retailers in Louisiana. Ohio has just enacted a food and drug law based upon the Federal act.

* * *

**NEW ANTI-  
NARCOTIC LAWS.**

Three or four new anti-narcotic laws have been enacted during the last few weeks: (1) The new pharmacy law of Alabama embodies an anti-narcotic clause restricting the sale of cocaine, eucaïne, opium, and their salts and preparations to physicians' prescriptions and prohibiting the repetition of such prescriptions. Paregoric and other preparations of opium containing less than two grains of the drug to the ounce are exempted, and laudanum is also exempted in quantities of less than one ounce. (2) The new anti-cocaine law in Ohio was passed merely for the purpose of strengthening the preëxisting statute. The sale is regulated of cocaine, its salts and preparations, and the enforcement of the act is placed in the hands of the State Board of Pharmacy. (3) The New York measure is not of particular interest or importance: it simply amends the law enacted last year permitting sales of cocaine to be made between jobbers. Representative Mann, of Illinois, has caused to be inserted in the congressional post-office appropriation bill a provision which would close the mails to cocaine and its derivatives, but it seems likely that this will be made to yield to the interstate anti-narcotic bill introduced some months ago at the behest of the N. A. R. D.

* * *

**OIL EXAMINATIONS  
IN NEW YORK.**

The New York Board of Pharmacy has raised quite a furore during the last few months. It seems that since January 1 the board has been collecting and examining specimens of expressed oil of almond gathered from different drug stores throughout the city. Early in the year over 50 per cent of the samples were found to be oil of peach or apricot kernels, but the conditions improved rapidly as soon as it became noised about that the board was making an investigation. Most of the retailers have had no difficulty in convincing the board that the jobbers were primarily at fault, but the board is nevertheless inclined to insist that the druggist ought in self-protection to apply the very simple pharmacopœial test of identification—the test involving the use of fuming nitric acid. It is quite generally admitted that peach kernel oil is frequently sold for almond oil, and the substance is claimed to

have equal therapeutic virtue, but the New York board refuses to accept these facts as valid excuses. It declares that the product ought to be labeled honestly.

* * *

**A W. O. N. A. R. D.  
GATHERING  
IN WASHINGTON.**

The various chapters of the W. O. N. A. R. D. are showing considerable activity. The most interesting feature to report upon, however, is the recent visit of the Philadelphia Chapter to the branch in Washington, D. C. Several days were spent in the Capital City and the occasion was one of unusual interest. The entertainment began with a reception at the Pythian Temple, and speeches were made by Mrs. W. S. Richardson, president of Washington Chapter; Mrs. W. E. Lee, president of the Philadelphia Chapter; Prof. Joseph P. Remington, and others. Incidentally it may be said that during the evening Mrs. Richardson, on behalf of the Washington Chapter, presented the dean of the National College of Pharmacy with \$100 to be used in connection with the Chair of Microscopy. On the following days there were automobile rides, a visit to the Congressional Library, a trip to Mt. Vernon, receptions and dinners at the homes of some of the Washington women, and finally a surprise party given to Mrs. Richardson at the residence of Mrs. Henry Evans.

* * *

The article in the last BULLETIN describing the activities of the Drug Clerks' Association of Michigan has attracted considerable interest among clerks throughout the country. We observe now that the clerks of Cincinnati have formed a permanent organization, chiefly through the instrumentality of William F. Kaemmerer, of Columbus, who has devoted himself to the movement with considerable vigor during the last two or three years. Emil Kraft was elected president, H. Vossmeier secretary, and Ed. Gibbons treasurer. Shorter hours, Sunday closing, and a greater degree of social life among the clerks are the chief objects of the Association. Mr. Kaemmerer reports that the Columbus clerks had failed in their effort to secure the enactment of a ten-hour law by the State legislature, but he was hopeful that better success would be achieved another year. The Drug Clerks' Association of Texas, located at Galveston, has recently gained 19 new members and is striving to enroll clerks from the States of Oklahoma and Louisiana.

**'PHONE ARRANGEMENTS IN  
NEW ORLEANS.**

After considerable conference and agitation, the druggists of New Orleans have succeeded in making an arrangement with the telephone company which is very much to their liking. Slot 'phones are to be installed and a commission of 50 per cent is to be paid on all daily receipts beyond 15 cents. Heretofore druggists have been paying various rentals up to \$126 a year and furnishing telephone service free to everybody who asked for it. Joseph F. MacDonald, of Chicago, acting for the National Telephone Committee of the N. A. R. D., was of considerable service to the druggists of New Orleans in perfecting this arrangement. So pleased were the druggists with Mr. MacDonald's assistance that they gave him a banquet, and on the same occasion presented him with a set of handsome solid gold cuff buttons. A similar contract has been secured in Nashville through the instrumentality of the N. A. R. D. Telephone Committee, and the satisfactory agreement made in Chicago with the telephone company was referred to in these columns two or three months ago.

* * *

**SUGGESTIVE  
POST-CARDS.**

The "Observer," in the column sometimes set apart for his purposes in the BULLETIN, waxed rather indignant two or three months ago over the exhibition and sale of indecent and suggestive postal cards. The BULLETIN has received a number of letters justifying the "Observer's" position and commending him for the strenuous way in which he handled the topic. We observe now that the Juvenile Court authorities in Chicago have gotten after a number of druggists and other merchants for the sale of obscene cards, and the issue has become so important that on several occasions the "N. A. R. D. Notes" has urged its Chicago readers to purge their stock of every card which is in the least questionable.

* * *

**THE PROPRIETORS  
URGE REFORMS.**

It seemed to be the general desire of the patent medicine proprietors, holding their annual convention at the Hotel Astor in New York last month, to redeem themselves as a body from the charges which have been so freely made against the patent-medicine industry during the last two or three years. The proceedings of the P. A. of A. are always secret, but such reports of the meeting as were afterwards made indicated that the members were



anxious to eliminate the "fakes" as rapidly as may be, abstain from any exaggeration in advertising claims, and make products as perfect and efficient as possible. President Cheney expressed these convictions in a newspaper interview following the convention. One of the sessions was open, and a number of pharmaceutical editors, present by special invitation, were asked to give their views of the patent-medicine situation. The old board of officers was reelected—Frank J. Cheney, president; John W. Kennedy, first vice-president; A. H. Beardsley, second vice-president; and Orient C. Pinckney, secretary and treasurer.

* * *

#### AN INDEPENDENT STAND.

Dr. William Muir, the doughty pharmacist of Brooklyn, is firmly convinced that the New York

State Pharmaceutical Association ought no longer to raise its entertainment money by "tapping" the jobbers and manufacturers. He thinks the pharmacists of New York ought to be self-respecting enough to pay their own way, and he suggests that the various local associations throughout the State make contributions to the entertainment fund. The Kings County Society led off with an appropriation of \$50, and we observe that the Brooklyn Pharmaceutical Association and the Manhattan Pharmaceutical Association have each voted \$25. Other bodies throughout the State will doubtless fall in line.

* * *

#### THE CANADIAN FORMULARY.

The "Canadian Formulary of Unofficial Preparations" represents the efforts of our confrères

across the border to do for their country what the National Formulary has done for the druggists of the United States. It is a book of 57 pages, bound in limp cloth, and is furnished at 50 cents a copy. It is published "by authority of the Ontario College of Pharmacy" in Toronto, and is distributed by the same institution. The book is considerably smaller than the N. F., but will doubtless prove of practical service. We observe that several of the N. F. and U. S. P. formulas are represented in it.

* * *

H. E. Barnard, of Indianapolis, State Food and Drug Commissioner of Indiana, has just published a most valuable "Circular of Information to the Drug Trade," giving the content of alcohol and narcotics in a large number of patent medicines and proprietary articles affected by the State and Federal acts.

This information is particularly useful with respect to patent medicines whose proprietors have gone out of business. Every druggist in the State will do well to send to the Commissioner for a copy of the Circular, and it would also doubtless prove of interest to druggists in other States.

* * *

The 28th of last month witnessed a huge joint meeting of pharmacists and physicians in Greater New York at the Academy of Medicine, on 43d Street. The meeting was held under the auspices of the New York branch of the A. Ph. A. and the County Medical Society. It was a great success from every point of view.

* * *

The Board of Pharmacy of Iowa has recently ruled that poison fly paper will be deemed a poison under the terms of the State law, and it may therefore be sold hereafter only by registered druggists. Furthermore, sales of the article must be registered in the regular manner—all this being done for the protection of children.

* * *

A writ of error has been granted in the Harper "Cuforhedake" case in Washington, and the new trial will probably not be reached before July, and possibly not until the fall term of the court. This delays the final decision of a case which has proved of keen interest to the drug trade of the country.

* * *

Two jobbing houses in St. Louis greatly pleased the druggists of the city a few weeks ago when they caused one of the large department stores to abandon its intention of opening a drug department. Some of the goods for the department had actually been purchased, but they were taken over by the two jobbers.

* * *

At the commencement exercises of the Philadelphia College of Pharmacy last month Samuel A. D. Sheppard, the well-known pharmacist of Boston, and the treasurer for over 20 years of the A. Ph. A., was given the honorary degree of Master of Pharmacy.

* * *

Dr. Jacob A. Miller, of Harrisburg, Pa., secretary of the State Pharmaceutical Association ever since its creation, died last month at the age of 71 years.

## EDITORIAL.

### THE TOXICITY OF WOOD ALCOHOL.

The BULLETIN has frequently reflected the truth realized in recent years that wood alcohol is a toxic agent, and that used externally it is only less pronounced in its poisonous effects than when administered internally. We have from time to time reported upon the various laws enacted in different States specifically prohibiting the use of wood alcohol in medicinal preparations, and we have done everything we could to explode the dangerous fallacy that wood alcohol might easily be substituted for grain alcohol in the manufacture of galenicals, liniments, and the like. The Pharmacopœia does not specify its use in a single instance; several State laws, as we have said, expressly forbid its employment; but nevertheless it is apparent from the findings of State chemists that the product is still used to a considerable extent by a few druggists who are either ignorant of the facts or who are willing to sacrifice the public health on the altar of greed.

We have before us as we write an article published in the April number of *American Medicine*. In this paper W. M. Carhart, M.D., Assistant Attending Surgeon of the Manhattan Eye, Ear, Nose and Throat Hospital in New York, reports a case which recently came under his observation of a painter who remained totally blind for ten days from having used shellac varnish made with wood alcohol. Blindness, it will be remembered, is one of the most pronounced symptoms of methyl alcohol toxicity. The patient had been working for three weeks in shellacing the interior of beer vats. At various times during this period he had suffered attacks of vertigo and nausea, and finally, after losing the sight of both eyes for twenty-four hours, he sought medical attendance and was taken to the hospital.

After ten days of total blindness, a partial vision developed in both eyes, but at the end of thirty days, beyond which the progress of the case is not reported, perfect vision had not been regained and there was considerable doubt that it ever would be. The prognosis was indeed considered very unfavorable. Dr. Carhart remarks that the case was doubtless more aggravated than it would otherwise have been from the fact that the man worked in close confinement, where there was very little ventilation,

and where the alcoholic vapor was not dissipated and carried off to any extent.

The practical lesson to be gained from the case by painters is the urgent necessity, when using shellac varnish or other products made from wood alcohol, to work in the open air so far as possible, and to leave the work at frequent intervals. The lesson for pharmacists and others dealing in medicinal products is to beware of an agent which is so plainly toxic in character. We need only repeat in conclusion that the use of liniments and other external preparations containing wood alcohol is quite as reprehensible as the employment of the substance in the manufacture of galenicals for internal consumption.

### WHO SHALL ENFORCE THEM?

It is rather significant to observe that in the legislative discussions of the several food and drug measures in the different States this year emphasis has chiefly been placed on the question of enforcement. The pharmacists of the country, discovering that in the horde of State laws enacted last year they were practically cheated out of all voice in the enforcement of the acts, have sought to prevent a similar failure this year.

The question, however, is rather a broad one. In a State like New York, where the Board of Pharmacy has plenty of money on the one hand, and where, on the other, it has the inspectors and the machinery for the enforcement of such a law, it is proper and right that jurisdiction should be turned over to the pharmacy board as has been done by the new Whitney act. In many States, however, as Professor Beal has pointed out, the board of pharmacy is poorly equipped for the discharge of such duties, and in such instances the work should be given to the State board of health or the dairy and food commission, as the case may be.

In Michigan, where the legislative committee of the State Pharmaceutical Association has recently drafted a bill, a very satisfactory expedient has been hit upon. The rules and regulations for the enforcement of the act will be devised by a special commission comprising the president of the State Board of Pharmacy, the president of the State Board of Health, and the Dairy and Food Commissioner. The detailed work of making collections and examinations is for the most part to be done by the Dairy and Food Commissioner, and

this official will also look after prosecutions to the extent that complaints will be made by him to the prosecuting attorney of the county in each case. Thus, while the particular State commission best equipped to carry on the actual work will be given this work to do, the special board of three members will really be supreme, and of this board the president of the State Board of Pharmacy is to be a member.

#### THE PRICE QUESTION AGAIN.

Last month we published an editorial containing some very interesting facts regarding the extreme differences in price charged by druggists for a given article or prescription, not only in different sections of the country, but frequently in the same town. We are now in possession of some further data bearing on the same subject.

Letters have been received by the editor from readers of the BULLETIN in reply to the communication in the May number from K. G. Ayers, Perrysville, Ohio, asking what the price ought to be on Fowler's solution. Mr. Ayers reported that some druggists near him had been selling the product at 25 cents a quart, and at correspondingly low prices for smaller quantities. He considered such prices ridiculous. J. E. Taylor, of Gridley, Ill., writes that he has been furnishing Fowler's solution this spring to a number of veterinarians: he gets \$3 a gallon, \$1 a quart, and 60 cents a pint. Dispensing the substance on physicians' prescriptions, however, or selling it over the counter to the laity, Mr. Taylor gets better prices. N. J. Himel of Baldwin, La., writes us that he has never sold Fowler's solution for less than \$2 a quart, and he remarks that it is not the cost of the ingredients on which he figures so much as it is the time and the professional labor involved in the manufacture of the product.

In the meantime a Detroit druggist, having read our editorial last month, bethought himself of an interesting experiment. Without divulging his identity he called up several druggists in different parts of the city on the 'phone, pretended to be a customer in the vicinity, and asked the price of powdered golden-seal in ounce quantities. He received figures ranging anywhere from 5 to 25 cents!

From these additional facts is it not clear, as we declared last month, that there is an abundant opportunity for druggists to get together and settle on the prices of counter goods, to their mutual benefit and advantage?

#### THE BUSINESS OUTLOOK.

Trade conditions are improving; no doubt about it. Factories which have been shut down since the middle of November are resuming work and employing old hands. The thousands of drug stores which depend in large measure on the patronage of the laboring classes, particularly the six o'clock purchases of men returning from the shops, will welcome the resumption of business.

This is no time, however, to rest on one's oars. The easy methods which were good enough for the prosperous years of the past will not do now. Every druggist must be on the alert. His windows should look better than ever. No little attention should be given to his cigar case. His advertising must not lag. In fact, this year will call for a sustained effort in every department of the store. While a man can buy sparingly, he should not curtail stock or expenses to the detriment of the business.

With these precautions there is no need to worry. The Department of Agriculture at Washington predicts bumper crops, barring unforeseen reverses. Money is getting easier. We are told that in New York City it is going begging at  $4\frac{1}{2}$  per cent. The circulation of currency is undoubtedly improving. Improved money conditions, coupled with the prospect of abundant crops, leads us to anticipate a revival of prosperity for 1908.

#### WHO IS THE JOKE ON?

During the course of a year hundreds of letters pour into this office speaking in complimentary terms of the BULLETIN OF PHARMACY. Many more such communications are received than we think it delicate or modest to print in our regular department of "Letters." One of the most unique compliments we have ever received, however, has just reached us from a subscriber in New York City. It is a compliment of the "left-handed" variety:

Whoever compiles your funny items in the "Scrap Book" is a humorist of the first order. Often they are *almost* as amusing as some of your editorials. Enclosed find \$1.00—please keep it in circulation.

Now the question is: Is this one on the joke editor or the editor-in-chief? Are the "funny items" in the Scrap Book devoid of humor, or are the editorials unintentionally amusing? So far as that goes, of course, the joke is pretty good whichever way you interpret it. It's too good to keep.

## PERSONAL.

### A FORMER DRUGGIST IN THE LIME-LIGHT AS A PRESIDENTIAL CANDIDATE.

Governor John A. Johnson of Minnesota, attaining considerable prominence as a candidate for the Democratic nomination for the presidency, spent a day last month as the guest of this city. The BULLETIN OF PHARMACY is not a political organ, and



GOVERNOR JOHN A. JOHNSON OF MINNESOTA.

it desires to express no political convictions of any kind whatsoever, but it feels justified in printing Governor Johnson's portrait on the strength of his former connection with the drug business. As we pointed out in an article published in our December issue, the Governor was for ten years, between the ages of 13 and 23, a clerk in the drug store in St. Peter, Minnesota, then owned by Henry Jones, and now having as its proprietor C. H. Clark.

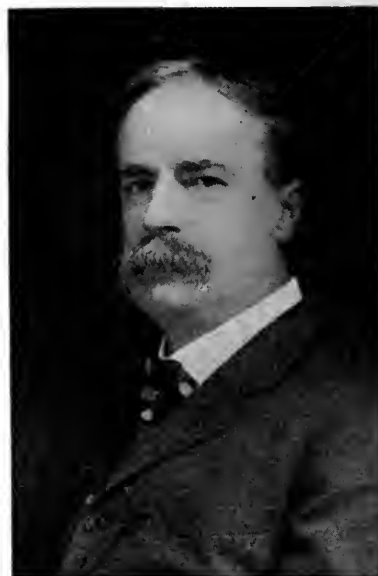
When Governor Johnson was in Detroit last month a member of the editorial staff of the BULLETIN had a pleasant chat with him regarding his boyhood experience in the drug business. He remarked with sincere feeling that he was under many obligations to Mr. Jones, his former employer. Mr. Jones had evidently appreciated his scholastic tastes, had given him time for reading and study, and had thus in a way laid the foundation for his intellectual growth. Further than that, his advice and example to a fatherless boy were all for the best, and Governor Johnson told the BULLETIN with appreciation

that he thought Mr. Jones had in a very large sense paved the way for whatever success had since come to him.

The young man developed intellectually so fast that at the age of 23 he was offered the editorship of a newspaper, and his grasp of political questions soon led to his election, first to the lower house in the State legislature, then to the senate, and finally to the gubernatorial chair. Last month it became evident to Detroiters from personal contact with the man that Governor Johnson was built on large lines and that he had great force of intellect and character.

### PROFESSOR REMINGTON VISITS DETROIT.

Prof. Joseph P. Remington of Philadelphia came to this city last month to deliver an address in the Museum of Art at a joint meeting of the Wayne County Medical Society and the Detroit Association of Retail Druggists. His topic was "The Pharmacopœia and the Doctor," and it is with much pleasure that we are able to reproduce the address on other pages in the present issue of the BULLETIN.



PROF. JOSEPH P. REMINGTON.

Professor Remington was greeted by a large audience, and his remarks provoked a long discussion in which questions of common concern to both pharmacist and physician were debated with manifest interest. The occasion was the annual get-together meeting of the doctors and druggists of Detroit, and that much good may be expected to flow from such

fraternization cannot be doubted. Previous to the occasion Professor Remington was given a lunch at the Hotel Pontchartrain by a number of men prominent in medical and pharmaceutical circles in Detroit, and in the afternoon was shown some of the beauties of the city.

#### THE LATE DANIEL R. NOYES.

Last month we published an obituary notice of Daniel R. Noyes, president of Noyes Bros. & Cutler, the large jobbing house in St. Paul. We were unable to secure a photograph of Mr. Noyes in time



DANIEL R. NOYES.

for use in the May BULLETIN, and we are consequently using a portrait this month. Mr. Noyes was one of the conspicuous figures in the drug trade of the country, and he will be greatly missed for many years to come.

#### MR. F. M. FISK IN AMERICA.

F. M. Fisk, of London, the European manager for Parke, Davis & Co., has been spending some weeks in this country. He visited New York and Chicago, but spent most of his time at the headquarters of the house in Detroit. Mr. Fisk is a native American and was born in Michigan. He went to London in 1891 to open a branch office for the house. Three people comprised the entire force at the outset, but we are told now that Mr. Fisk has under his jurisdiction a total of 369 persons—

135 at the European headquarters in London, 131 at the European laboratory in Hounslow, a few



F. M. FISK.

miles out of London, and office managers and representatives scattered throughout Europe and Africa.

#### NEW PRESIDENT OF THE W. O. N. A. R. D. IN CHICAGO.

The annual meeting of the Chicago Chapter of the W. O. N. A. R. D. was recently held in Schiller



MRS. CHAS. A. THAYER.

Hall. It was well attended and the record of the year's work was received with considerable interest. Mrs. Charles A. Thayer was elected president of the Chapter for the coming year and will doubtless have a very successful administration. She previously served as recording secretary and acquitted herself well in that position.

## THE DRUGGIST'S MAILING LIST.

**How to Compile it—How to Keep it Up to Date—How to Prepare Different Lists for Different Purposes—How to Make the Most of an Indispensable Feature of the Advertising Machinery of the Store—Seven Druggists Discuss the Subject and Describe Their Plans and Methods.***

The live druggist nowadays is the man who advertises—that goes without saying. And practically the first and fundamental requisite for the advertising druggist is one or more suitable mailing lists. Such lists should be carefully compiled; they should be as complete as possible; they should be kept accurate and up-to-date by frequent and almost constant changes. But while these considerations are well understood by the aggressive retailer, it is by no means an easy task to observe them. Understanding the importance of the subject, and realizing also the practical difficulties which it involves, we have asked a number of live druggists to describe their methods of compiling and correcting mailing lists. Their replies will be found full of practical value and help—so much so that we believe this symposium to be one of the most useful which the BULLETIN has had the pleasure of laying before its readers.—THE EDITOR.

**D. CHAS. O'CONNOR,**  
Fitchburg, Mass.

The mailing list is a necessary adjunct for the promotion of a retail drug business. It stimulates the regular customers, induces them to buy more, and brings in new patrons. The literature sent to the people on the list has a cumulative effect which is bound to be of lasting benefit to the store. The value of a mailing list depends upon its accuracy, so that the correct addresses may be always available.

### THE VALUE OF CLASSIFIED LISTS.

Personally I believe in classified lists, for they enable us to reach the possible buyers for a certain article without wasting any effort on poor prospects. For instance, a cigar circular would be lost on a man who doesn't smoke; a dainty toilet preparation letter is wasted if it be sent to teamsters or to people who seldom use such an article. We have a cigar list of known smokers, a list of candy buyers, one for users of perfumery and toilet articles, and

one for patent medicine consumers. From these we prepare a special list of gift buyers which we use at Christmas, Valentine, and Easter time. We also record out-of-town customers, to whom we mail samples and circulars from time to time.

### HOW HE GETS NAMES.

Our town is a trading center for 110,000 people within a radius of 18 miles, and an accurate list of the people from the surrounding localities who actually come to Fitchburg is of great value. We obtain these lists from people who live in the different communities by giving them a nice box of candy or some cigars. In that way we get the names of those who have teams and those who are known to buy tickets for Fitchburg at the different railroad stations. By getting lists of organizations, newspaper reports of banquet attendants, names of officers of new business enterprises, or new-comers in town, and by personal inquiry, a splendid mailing list can be acquired.

Lists of pupils at high schools, normal schools, and business colleges are important. We get these from some of the teachers or attendants. We are at present working on a complete mailing list of all of our customers. It is just as important to hold what you have as to get new patronage. We have had good results from our mailing list, and would strongly recommend the use of one or more lists to all druggists who desire a valuable asset in business building.

*In addition to the helpful suggestions made in this symposium regarding the compilation of a mailing list, it may interest readers of the BULLETIN to be told that this important subject has often been touched upon in previous issues of the journal. A useful method of compiling various mailing lists was described by H. C. Bradford on page 23 of the BULLETIN for January, 1907. On page 104 of the BULLETIN for March, 1905, the method used by the late W. H. Burke was explained at some length. Other articles will be found on page 167, April, 1905, and page 253, June, 1903.—THE EDITOR.



**J. ALBERT KIEDAISCH,**

Keokuk, Iowa.

We take a great deal of pride and put much effort into maintaining our mailing list, because the direct returns from advertising matter sent out in this way have never failed to be profitable. We



J. ALBERT KIEDAISCH.

furnish the list free to any patent medicine manufacturer who will prominently display our name on any advertising literature which he sends out. When such a mailing has been made, we furnish return postage for all matter which cannot be delivered. This enables us to cross off the names of those who have moved away.

**USES AN ADDRESSING MACHINE.**

Our mailing list covers every farmer in Lee county, Iowa, Hancock, Illinois, and many in Clark county, Missouri, together with the head of every family in all the small towns in this territory. We have an Elliott addressing machine with a capacity of 10,000 names, and everything in our office is right "up to the minute" in devices which facilitate making profitable mailings. We never gather names for our list by asking customers to leave their signatures in a register, or by schemes of return cards. By so doing we would miss the people whom we care most to reach—that is, those who are not now our customers.

**HOW TO PROCURE A LIST OF RURAL PATRONS.**

In our experience, the best way to get the names of people living on a rural route is to select a good, live, energetic girl about fifteen years of age living

on each route and pay her a few cents a name provided she covers the entire route. This makes it absolutely necessary that the girl make a personal visit to a great many of the houses to get the information. Of course, she must explain the purpose of her call. This personal representation in the homes of rural residents alone does a store much good. These girls, too, can be induced to act as your permanent representatives on their respective routes, and to keep their eyes open for additional names and corrections. They are doubtless good boosters for one's store.

Let me say, moreover, that every piece of advertising matter which I send out by mail must be so neat and attractive in appearance that I would pick it up and read it were it sent into my own home and I knew it advertised some article in which I had not the slightest interest.

**B. S. COOBAN & CO.,**

Chicago, Ill.

We make considerable use of mailing lists, having several that we employ in different ways.

We have a list of about 120 physicians with their addresses and office hours. This one does service



B. S. COOBAN.

almost continually, covering a radius of a mile from our store. It is corrected and kept more carefully than the others, as every physician here mentioned receives a "talk" at least once a month.

Detail men working this territory have learned of this list, and make good use of it. As a rule, they find opportunities to return the favor, and we

are in a position to give them many points which make their road a little easier to travel.

At intervals of a few weeks we have mailed to the members of this list descriptive cards of twelve N. F. preparations, which brought good results. We also furnish copies of this list to pharmaceutical houses, to our mutual benefit.

A special list which we make good use of is a list of telephone subscribers taken from the directory. We mail to the lady of the house neat little circular letters calling attention to some one article. We impress upon their minds the convenience of ordering by phone and using our delivery system.

We also have a list of the mail carriers and employees of the postal station in our neighborhood. We sent to the people on this list samples of our foot powder, and gave them a little talk on our corn cure remedy with good results. We occasionally mail them a card to be returned to the store and exchanged for a cigar; this helps to make them "good fellows."

Then we have what might be termed a general list which we obtained from various sources, such as the registration lists of voters, easily secured from the ward judge of election. From the newspaper circulators and from our own deliveries we get a list of subscribers. We collect gas and electric light bills. By keeping a list of the bills paid we get good live names, and corrections are made as often as we find it necessary or convenient. We do not think it wise to use the entire list each time, but choose the people who, we think, would be interested in the subject of the proposed letter.

We frequently have requests from makers of toilet articles and other specialties for the names of 50 to 100 people who might be interested in their product. Our lists enable us to comply with their requests intelligently, getting better results than we could by a haphazard method.

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**JAMES H. MILLER,**  
Christiansburg, Ohio.

For a small town we have quite a large mailing list. We find frequent use for it in mailing advertising matter directly from the store. Often we loan a copy to some patent medicine concern desiring to send their announcements to our patrons.

#### AN INGENIOUS SCHEME.

It is more difficult to obtain a good mailing list here than elsewhere. Located as the village is in the corner of the county, and also owing to the

opposition of the citizens, no rural routes were established out of this place. To obtain the names of local families, however, was an easy matter. To secure information about the surrounding farmers I used the following plan: I first learned the names of the school-teachers in the surrounding districts. Then for a small compensation I induced each one to give me the name and correct address of every head of a family in his or her district. This spring when I was ready to revise our list I asked some one in each district to show me what corrections were necessary.

#### GOOD: A TRADE MAP!

I keep separate lists of town and country residents. I use symbols to indicate the tobacco raisers so that I may be able to send them special advertising on insecticides. I recently prepared a map of the surrounding country covering several miles in each direction and showing the location and names of every family in the vicinity. This I believe will prove a great convenience. Like the mailing list, it must be corrected every year.

#### DOUBLING HOLIDAY BUSINESS WITH A MAILING LIST.

Before the holidays I mailed several hundred Christmas cards, each bearing an invitation to call and see our new line of books, dolls, toys, toilet and fancy articles, chinaware, dishes, lamps, etc., before making holiday purchases. As a result, our holiday business was nearly double that of the preceding year, and many people were brought to the store who were accustomed to do their Christmas shopping in the larger towns.

We think it was productive of much better results than the same amount of money would have been expended for newspaper advertising, owing to the fact that the papers are overloaded with such matter during the holiday season. Nearly every person receiving a personal letter or card will read the text if it be brief, and especially if the paper and printing be catchy in style.

#### HE VISITS AUCTIONS AND SALES!

We have also tried paraffin paper fence signs, but they are torn down or destroyed nearly as fast as they can be tacked up. When there is a large public sale in the country I usually make it a point to be on hand with a basket of almanacs, booklets, samples, or other advertising, which I distribute around before the sale commences. The one objection to this is that often several members of the same family are present, and each one receives a

piece of advertising matter. In using a mailing list this does not happen. We certainly would not do without a good list even if the trouble and expense of its preparation were many times greater.

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**OSCAR ZUERCHER,**  
Berwick, North Dakota.

I am located in a town of 200 population and my business is nearly all derived from farmers who come here from a radius of 20 miles to do their



OSCAR ZUERCHER.

trading. My mailing list contains all those who might be induced to spend some of their money with me.

I compile the list about twice a year. I use a small indexed memorandum book and record the names according to the alphabet with the aid of my memory and any old mailing list which I may have. Then I get out my "memo," and go through the book with one or two clerks from other business houses who happen in, and with their assistance secure additional names. A few names may be obtained from the ledger. Simultaneously I cross out those who have died or left the country.

#### A MAILING LIST FOR EACH NATIONALITY.

When my "memo" is completed I head my list with the different languages which I must use to get the best results, such as Norwegian, German, and English. Then as I check the names from my memo, I classify them according to the different languages.

I always copy mailing lists on the typewriter and make two or three carbon duplicates at a time. I also include my own name to keep myself posted on all advertising sent out from my store. Thus I can tell whether my contracts are carried out as

they should be. I use these mailing lists myself, and loan them to any one whose goods I care to push.

Whenever there is any particular line that I want to sell, I write my ad. and have my printer print it on cards the size of a postal, sometimes in one language, again in three tongues. I mail these cards with one-cent postage. The cards cost me \$1.25 per 100, and I find that \$10 expended in this manner brings more than double the money spent in any other way.

Besides the mailing list, I do newspaper advertising more to show my public spirit than for the benefit that I derive therefrom.

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**H. J. BRADSHAW,**  
Columbus, Ohio.

We have three mailing lists. The first one includes the names of our customers. It is made by selecting people in a given territory from the telephone directory. We assume that any one able to have a telephone is a desirable person to reach. We use this list for all kinds of direct advertising—folders, mailing cards, and letters. It affords a convenient means of securing names for any manufacturer who may desire to make a special mailing on a proprietary preparation. From this a druggist can easily select any number from one to the entire list. These names are entered on a card system (the Shaw-Walker) and are easily removed and replaced. This saves the necessity of rewriting for any special purpose.

#### GRATIFYING RETURNS FROM A PHYSICIANS' LIST.

Our second list is made up of doctors and is also selected from the telephone directory. This list comprises about one hundred of the most prominent practitioners of the city, and until recently we have mailed each one of them monthly a special typewritten (not imitation) letter on some timely subject. The results of using this list have been the most directly remunerative of any, for the very first letter brought us calls from nearly every physician. This is the best way to reach the physician. Your talk goes right home and commands his attention. Such correspondence, however, demands a two-cent postage.

#### A SPECIAL RECORD OF NURSES.

Our third list is made up of nurses and was compiled by obtaining the names from the local nurses' home. The nurse is the person who re-

mains in the sick-room, and what she says goes. Therefore she should be cultivated. We address the nurses on finished preparations only; they care nothing for the method of manufacture, but are concerned with the looks of things as they come to them in the sick-room. Mailings to the nurses should also contain references to sick-room materials, maternity supplies, etc.

Such is a summary of the uses we make of the mailing list. While a list is an expensive means of reaching customers, it is the most positive way of getting results. The druggist who does not employ a mailing list systematically is overlooking an opportunity.

**A. B. BURROWS,**  
Washington, D. C.

The idea of getting up a mailing list is usually suggested to the retail druggist by some enterpris-



A. B. BURROWS.

ing manufacturing house with a view to bringing its goods to the attention of the consumer.

#### VARIOUS SOURCES OF INFORMATION.

Unfortunately, the average pharmacist has not the time to prepare records for promoting the sales of his own specialties, but occasionally when stim-

ulated by a liberal offer of free goods or cash he proceeds to instruct his apprentice boy to collect names and addresses for the use of others.

Such a list can be compiled from several sources. There is the poison register from which one may collect the names of live customers. If the druggist receives gas bills for payment, quite a number of names may be obtained in this way. Then the account book furnishes material, as does the file of notes and orders.

The memory of the proprietor or clerk is of service. Looking out of the front door or window upon the houses in the immediate vicinity will suggest the names of the occupants, including a long list of friends and customers.

In Washington the city directory presents a ready means of information for the compilation of a mailing list for circulation in a limited section. The entire town is divided officially into four sections—northwest, southwest, northeast, southeast; accordingly, it suffices for our own purpose to select names from addresses designated "southeast."

#### SHOULD MAILING LISTS BE LOANED TO MANUFACTURERS?

The mailing list will undoubtedly prove a useful instrument for the promotion of business, especially the prescription trade, if persistently and intelligently used. It will be a better thing for the pharmacist, however, if he will keep the list to himself instead of giving it to the manufacturers of soap, facial cream, and the endless list of specialties and nostrums. That the mailing list is abused in exploiting non-ethical preparations there is no doubt. We can by intelligent use direct it to the more noble and glorious purpose of building up our prescription department and general drug trade.

#### PHYSICIANS AND DENTISTS.

A mailing list of physicians is also a valuable aid. Select the names of those practicing in your locality only, and at least once a month call their attention by circular or personal letter to your superior facilities for compounding prescriptions and ministering to the wants of the sick-room. Prepare a mailing list of dentists practicing in your locality, and write them occasionally.

The expense of conducting this method of advertising is small. It is rather the time necessary to compile the list and mailing circulars and letters which deters many a good pharmacist from announcing himself and his goods.

## "MY BEST ADVERTISING SCHEME."

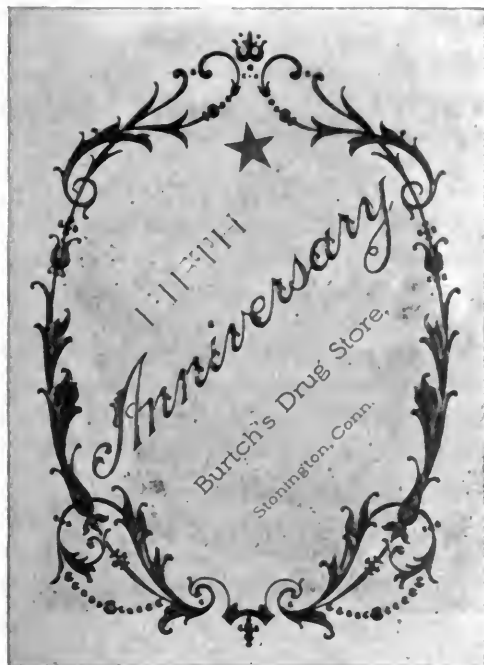
Two Druggists Describe Plans which have Brought Them Business—An Anniversary Week as a Regular Yearly Event—Organizing an Orchestra for Trade Purposes—Ways and Means for Carrying Out Both Ideas.

[NOTE BY THE EDITOR.—We are paying \$2.50 for all accepted contributions to this new department of the BULLETIN. The requirements are as follows: (1) Describe the plan with sufficient detail so that others will have no trouble in duplicating it. (2) Send along whatever printed matter was used to exploit it. (3) Tell what the results were. The first instalment appeared last month and attracted considerable interest. We are printing two contributions this month and have accepted and paid for several others which, because unseasonable, will be held until the proper time arrives for their presentation.]

### AN ANNIVERSARY WEEK FOR JUNE.

By F. D. BURTON, STONINGTON, CONN.

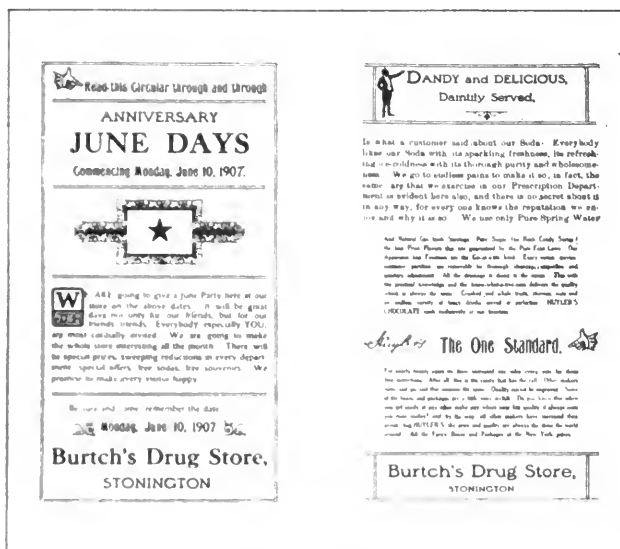
Last year we had an anniversary week in June, beginning Monday, June 10. The event was properly advertised weeks ahead of time, and I would advise readers of the BULLETIN, if they adopt the



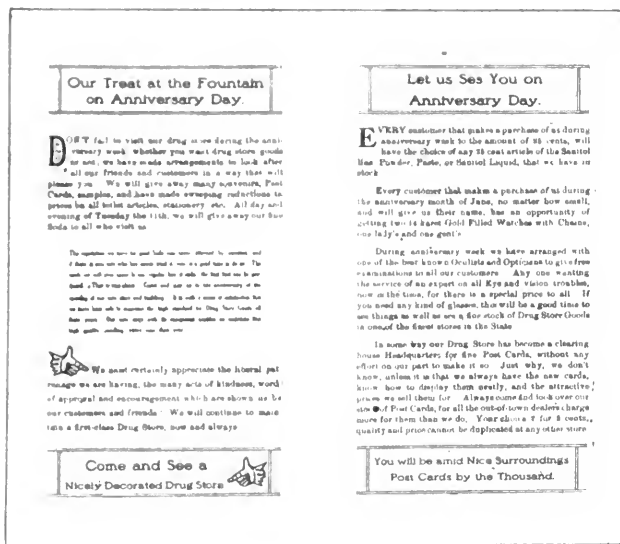
The cover of Mr. Burch's invitation.

scheme, to select a date a month or two distant and in the meantime exploit the scheme in every possible way.

We got out a nice invitation printed on bristol-



Front and rear covers of Mr. Burch's folder.



Two inside pages of Mr. Burch's folder.

board. It was in the form of a four-page folder, a 5 by 7 piece of board being folded once to make the final invitation 3½ by 5 inches in dimensions. The front cover bore an embossed design printed in gold. [This is shown in the accompanying illustration.—THE EDITOR.] The third page of the invitation read as follows:

We wish to extend to you a most cordial and sincere invitation to be present at our drug store during our ANNIVERSARY WEEK OF JUNE 10-17. We have been in business nearly twenty years, and have been just five years in our new store. We appreciate greatly the splendid support which has been extended to us, and without which our present extensive business would have been impossible. We want to show our appreciation through a carefully planned Anniversary Celebration, and it is our wish to have you present.

Very sincerely,  
BURTCH'S DRUG STORE.

Souvenirs.

The rear cover page of the invitation simply contained the following text: "In the Burtch Building," and the invitation was sent out under two-cent postage.

Then we had a four-page folder fully describing the affair. This was printed in black ink on yellow paper, and was 5 by 8½ inches in size. The four pages of this folder, considerably reduced in dimensions, are reproduced herewith.

This folder was widely distributed in every possible way. It was enclosed in packages leaving the store. It was left at the houses of people. It was enclosed in all bills sent out. The result was very gratifying. We did an enormous business during the entire week, and the impetus thus gained was permanent in a very gratifying degree. I may say that the anniversary was the fifth of the kind which we have given during five successive years. People have planned to look forward to these events, and they yield better and better results every season. They give us a chance to get next to our friends as well as to secure new customers.

#### GETTING BUSINESS BY THE USE OF AN ORCHESTRA.

By O. R. NORRIS, SOUTH WHITLEY, INDIANA.

Getting business by having an orchestra of your own is perhaps a little ultra-modern, but the scheme's a good one nevertheless.

About six months ago we organized the "Norris Pharmacy Orchestra." We selected young people in our city who could play, but who had never been brought together in an organization. We furnish them all the music they can use; we give them a suitably lighted and heated room in which to practice, and we supply them anything they need in the way of new instruments or instrument repairing at wholesale prices.

Our orchestra is composed of ten members, and

we have the several instruments that usually go to make up a ten-part orchestra, as will be noticed from the enclosed announcement of our soda opening.



O. R. NORRIS.

Since having this printed we have made two additions—another violin and a double-bass viol. So much for the orchestra and its members; now a few

## *You are Invited to Attend Our* **Soda Fountain** *Opening*

Saturday evening, April 18.

MUSIC BY THE

**Norris Pharmacy Orchestra**

DURING THE ENTIRE EVENING.

#### NORRIS PHARMACY ORCHESTRA

1st Violin, Carl Ulrey	2d Cornet, Gale Fox
2d Violin, Ralph Obenchain	Baritone, Roy Stellar
Clarinet, Milo Dimick	Trap Drums, Frank Fisher
1st Cornet, Jud Miller	Piano, Buncie Combs

VALUABLE SOUVENIRS GIVEN AWAY.

**Norris Pharmacy,**  
SOUTH WHITLEY, INDIANA.

words of comment on how we use them as a profitable advertising scheme.

We make quite a specialty of our fountain department during the soda season, and on every Saturday



evening this year our orchestra is playing for us from 7:30 to 10. People have learned of this, and it has become a common expression among the citizens of our city to say: "Don't forget to meet me at the Norris Pharmacy Saturday evening to hear the orchestra." On every occasion so far our store has been filled with crowds of people who come in to hear the music, and nine out of every ten make a purchase before they leave the place.

We have a fine leather music roll for each one of the members with our name on it and the name also of the player to whom it belongs. We distribute lapel badges bearing the word "Norris," and these are regularly worn by the members.

We secure dates for the orchestra for church entertainments, commencements, dances, and quite frequently the organization also plays at the local theater. We always make it a point to have the organization appear upon all the advertising matter,

programmes, etc., as "The Norris Pharmacy Orchestra." Thus every one of the ten members of the orchestra is a living, walking, talking advertisement for our store. And they are all interested and drop a good word for us whenever the opportunity presents itself.

We have had printed a number of calling cards for each of the members with his or her name on it, and the cards also bear the line: "Member of the Norris Pharmacy Orchestra." These the members are continually giving out to their friends and even to strangers whom they meet and wish to present a card to.

We think we have thoroughly tested the merits of this advertising plan, and we certainly are more than pleased with the increase of trade that it brings to our store. The scheme is very simple and almost any druggist could organize a similar orchestra in his home town.

## THE PHARMACOPOEIA AND THE DOCTOR.*

Some of the Objections Frequently Raised Against the U. S. P. by Physicians—The True Character and Function of the Book as a National Authority and Standard.

By PROF. JOSEPH P. REMINGTON.

The United States Pharmacopœia, after an existence of 88 years, was finally and in its entirety adopted by the United States government; for this long period it remained a more or less authoritative guide for physicians and pharmacists for the preparation of medicines. The pharmacopœias throughout the world are not intended to embrace all medicaments used in the treatment of disease, but, by selection, they aim to include such medicines as have been proved, through long employment, useful in the treatment of disease, or such at least as have given promise of being useful.

It is not likely that there is a physician in the United States who has ever prescribed in his practice every preparation mentioned in the Pharmacopœia, and hence it is common to hear physicians say, "There are many preparations in the Pharma-

copœia which I never use," and it is also common to hear physicians say, "Some of the preparations which I use largely are not in the Pharmacopœia." It is likewise a common belief, amongst some physicians, that they have chosen a sufficient number of remedies to suit their every-day needs in practice, and one quite frequently hears physicians speak with pride and satisfaction of being able to practice medicine successfully by using only 25 drugs. There are about 1000 separate and distinct articles in the United States Pharmacopœia in the 8th Revision, and the title of the book is "The Pharmacopœia of the United States of America." This means the whole country, and because one physician finds many preparations in the book which he does not use, he must remember that other physicians have found to be valuable and useful many of the preparations which he himself has never prescribed.

A national authority like the present United States Pharmacopœia, which compels by law the use of its standards, is always the subject of criticism, and these are usually biased by prejudices, a

*An address delivered by invitation at a joint meeting of the Wayne County Medical Society and the Detroit Association of Retail Druggists, held on the evening of May 11 in the Detroit Museum of Art. Specially contributed to the BULLETIN by the author.

conflict of interests, and sometimes by honest differences of opinion. One physician was heard to say, "What is this thing I hear so much about, the Pharmacopœia?" The answer was, "A book adopted by the United States government as a standard for the preparation of medicines." The physician then stated, "If that's the case I have no use for it, and I don't want to hear any more about it; my own preparations are good enough for me."

The passage of the Food and Drugs Act, June 30, 1906, which made the United States Pharmacopœia and National Formulary standards for the preparation of official and unofficial remedies, compels physicians, pharmacists and manufacturers to follow the Pharmacopœia, whether they will or not. By this it is not meant to convey the impression that it is impossible to practice medicine without using the Pharmacopœia, for have we not Osteopathy, Christian Science, Rest Cure, Mountain Air, Quaker Oats, Germless Milk, and many other new and infallible systems? But any one who employs a preparation in common use in the treatment of disease, which bears the name of an official preparation, will know that it must now comply with the tests, and it must have the strength and the standard of purity, laid down in the Pharmacopœia.

The difference between the present United States Pharmacopœia and its predecessors mainly lies in the greater precision, definiteness, and accuracy of the former, particularly in regard to the standards. This is due, to a large extent, to the increased number of assay processes and analytical tests, which represent an enormous amount of work performed by different experts, who have freely contributed their knowledge for the general good.

The Pharmacopœia of 1820, and as well those of earlier editions, were skeleton-like in their meagerness, but still they represented the beginnings. Opium, cinchona, rhubarb, etc., etc., were simply defined without any attempt to standardize them, and apothecaries were forced to supply physicians with what they believed to be drugs of good quality. If the drug presented a clean appearance and looked as if it had been properly selected and cared for, it was judged to be of good quality, but dealers in drugs soon realized that the poorer qualities of drugs needed greater care in preparation for the market, and it was thus easy to deceive.

The subject of cinchona will illustrate this con-

dition. In 1870 it was the writer's good fortune, while employed with Powers & Weightman of Philadelphia, to see samples of cinchona bark, taken from seroons imported from Peru, which had been submitted to the firm for purchase in the manufacture of quinine sulphate. The samples were invariably sent to the analytical chemist to be valued. Beautiful, clean specimens of bark were frequently proved to be worthless, not containing sufficient alkaloids to be worth five cents a pound. On the other hand, broken, dull-looking, soft barks, which contained few of the proper microscopical characteristics, were frequently found to be richest in valuable constituents. In the early Pharmacopœias there was really nothing to test the value of the drug except the actual trial upon the patient, and this was, to say the least, very inconvenient and dangerous, for the patient might pass away before a dose in sufficient quantity had been administered. It therefore became of increasing importance, year by year, to elaborate methods of testing drugs and preparations which would furnish absolutely reliable products. The great manufacturing houses have, for years, realized the importance of this problem, and their preparations have been very largely sold, because physicians knew, before administering to their patients, very nearly what results they could expect.

The American Therapeutic Society, at its meeting held May 9, last week, took the first steps toward founding a laboratory for proving the value of official, non-alkaloid drugs, so that buyers of crude drugs and preparations may look forward in the future to having an independent "proving laboratory" which will, under the guidance of skilled experts, select the most reliable methods of testing and proving articles of the *Materia Medica* which are official. With the much greater use of the United States Pharmacopœia throughout the country, any advanced steps in the work of testing for strength or purity must be hailed with satisfaction, for, after all, it must be admitted that any uncertainty in these respects serves to impair the confidence of the medical profession in the agents that they have to employ in combating disease. This is especially true when we remember that there are many medicines which act differently when given in what are known as large doses and small doses. When a physician knows, however, the exact strength of the preparation he is using, it will enable him to determine, within reasonable limits, what the

commencing dose should be and exactly how far he can go in treating a patient in the direction of a full dose.

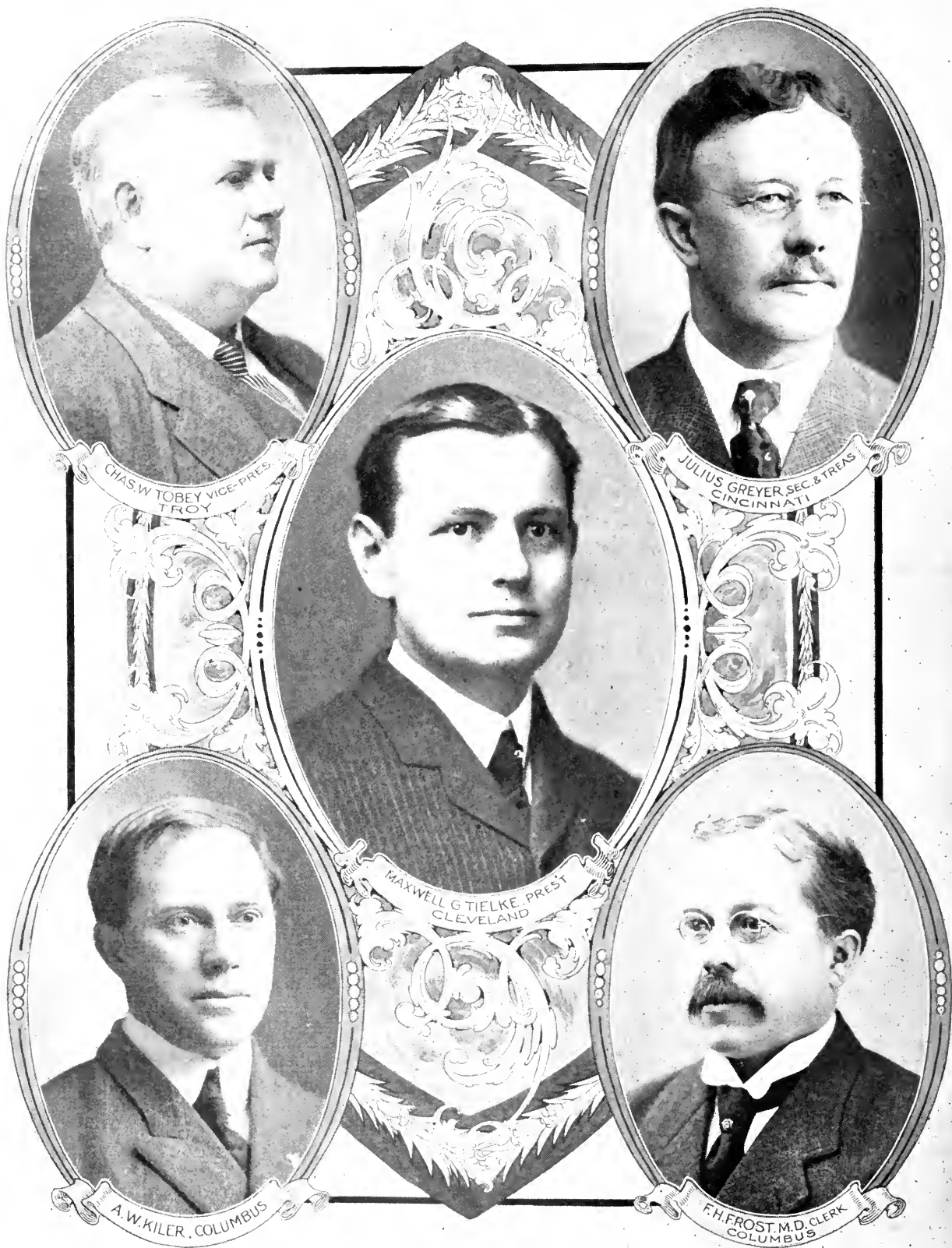
The temptation to use new drugs and preparations, and those which are heralded as specialties, is one which must always exist. It is not necessary to elaborate the reasons for this condition, but the number of special preparations which have been placed before the medical profession have been so enormous within the last few years that great confusion has resulted. In addition to this, it has been only lately that the best manufacturers of proprietary products have been placing upon their labels the full formula, giving the physician detailed information of the ingredients in the preparation that he is asked to prescribe, hence the very unfortunate practice has prevailed of a physician frequently prescribing something the composition of which was unknown to him. No one can properly justify such a condition. When a patient realizes the truth, he can have but little respect for the physician, and it is this fault which is now creating so much discussion, not only in medical and pharmaceutical journals, but in the lay press. It is the right of every physician to demand from every manufacturer or retail druggist that before he will consent to prescribe a medicine, he must know exactly what is in it.

A case which occurred in Philadelphia a few months ago so strikingly illustrates the evil of prescribing a secret proprietary medicine that I will ask for indulgence a few moments longer and relate it. The patient, believing that his lungs were affected, consulted his physician; on his way to the physician's office the patient read, in a street-car advertisement, the marvelous claims of a preparation of cod-liver oil, and was tempted to get out of the car and ask at the nearest drug store for a bottle of this wonderful remedy; but thinking better of it, he proceeded on his way, saw his doctor, paid his fee and received his prescription. He took it to the nearest drug store, and was "handed down" from a near-by shelf a bottle attractively wrapped, and asking the druggist to wait a moment, he reached out his hand to read the label. There it was—the same wonderful remedy that he had seen advertised in the street-car! He told the druggist that he would be back in a few moments, and he repaired at once

to his doctor's office. The words used in that office would not look well in print! The patient justly felt that the doctor had been educated by the gentleman who had convinced him of the superiority of the special cod-liver oil preparation, and that the doctor knew no more about the proper remedy to prescribe than did the manufacturer and exploiter of the proprietary medicine.

The manufacture of specialties will, of course, go on, but the public mind is rapidly being awakened to the fact that if a patient visits a physician he is entitled to receive a prescription which the doctor knows all about; the ingredients, to suit his special case, having been ordered in proper proportions to suit the particular stage of the disease of the patient going to the doctor for treatment and advice.

Gentlemen, let us turn to other phases of this subject. There is every reason to believe that before the next convention for the revision of the Pharmacopœia, which will assemble in Washington in May, 1910, the campaign of education which is sweeping over the country will have produced very desirable results: (1) A far greater interest in the United States Pharmacopœia and National Formulary, due to a study of the preparations which are now legalized through the enactment of the Food and Drugs Act. Physicians can now demand from the pharmacist preparations conforming to the standards of strength and purity of these authorities. (2) This study will reveal the fact that it will be possible to treat successfully nearly all cases with drugs and preparations the composition of which is not secret. (3) Far more confidence will be created in the minds of the laity for the ability of both physician and pharmacist, for the patient will believe that both know exactly what they are doing, and the patient will realize that he is not left to the tender mercies of the proprietary medicine man, who is not in business for love, but because he loves his business. (4) Science depends upon facts, and facts must be true; therefore, if medicine and pharmacy are ever to become sciences in their highest acceptance, every effort must be made to work together to discover facts, and then in the true spirit of the scientist these facts should be published, in order that the professions which aim to relieve suffering humanity should reach the highest attainable position.



**Members of the Ohio State Board of Pharmacy.**

(The Editor regrets to say that Mr. F. H. King, of Delphos, a well-known member of the Ohio board, was unable to supply us with his portrait. Dr. Frost, an appointed official outside the board proper, conducts the general correspondence and clerical work of the board.)

## IN AN INSANE ASYLUM.

A Former Pharmacist in a State Institution Relates an Amusing and Somewhat Dramatic Experience with a Patient Who Made Things Pretty Lively for a Brief Period.

By PRENTISS MCKENZIE.

The average reader would probably not know, nor care, whether an "imperative concept" was a term in the nomenclature of insanity or a new variety of canned goods. While I had charge of the drug room at one of the State hospitals for the insane this term was explained to me. An "imperative concept," it seems, is a person who receives direct commands from "on high," and upon such unimpeachable authority has no alternative but to obey implicitly. It will readily be seen, with such a delusion, what a dangerous class of patients these "imperative concepts" may become.

It was not a part of my professional duties to spend any time in the office, but inasmuch as the governor had recently appointed a lady, young, blonde, and beautiful, to take charge of the hospital records, I had an excuse that, so far as I was concerned, was entirely satisfactory. This young woman had recently come from Chicago, and as the institution with which I was connected was in a small town, she simply could not see any merit in a young man from the "tall grass," no matter what his personal qualifications may have been.

It may have been pique; it may have been summer madness; but at any rate I was thoroughly imbued with a desire to bask in the sunlight of this young woman's favor. I had read somewhere that fortune favored the brave, and I was constantly looking for an opportunity to change the young lady's chill tolerance into a warm regard fostered by an appreciation of my heroic qualities. Nothing seemed likely to happen, but I had become a second Micawber and was waiting for something to "turn up."

One noon my long-sought opportunity came. The physician whose duty it was to receive all new patients was called away. His substitute was attending an emergency call in one of the wards, and the office was temporarily in my charge. I was ostensibly busy writing, but covertly watching the ravishing manner in which a tendril of hair curled around the recording angel's ear, when there was a commotion at the front door and the sheriff and his deputy staggered in, dragging between them the

body of a man apparently suffering from a very acute form of mania.

After some effort they succeeded in forcing him into a chair, and the sheriff handed me the commitment papers with the remark that this was the worst patient that had ever been housed in the Knox county jail. In a flash it came over me that here was my opportunity. At last I could stand in the fierce white light that beats about a hero. Struggling to conceal my elation at this fortunate circumstance, I started in to gently chide the sheriff for taking what I assured him were absolutely unnecessary precautions for safeguarding his prisoner. For the benefit of the "recording angel" I expatiated upon the lack of courage displayed by the average sheriff and deputy, and endeavored to foster the impression that courage of the 24-karat variety was seldom found outside of a State institution for the insane.

The sheriff, it may be said in passing, did not take my playful badinage any too kindly, and I heard him mutter to his deputy, *sotto voce*, that "some of these d—— little whipper-snappers in the asylums thought they had a corner on human wisdom." The eye of the "recording angel" was turned upon me approvingly, and I recked not the disapproval of the entire masculine race so that I bulked large in her estimation.

In glancing over the commitment papers for this patient I confess that I was somewhat troubled by doubts as to whether I had not picked too lively a subject. The papers stated that the man was suffering from acute mania, was an imperative concept (I didn't know what that meant then), was a minister, and had gone insane at the close of a long, protracted meeting. At the first manifestation of his malady he had leaped from the pulpit, announcing that he was the sword of Jehovah and had been commanded by the Almighty to smite the world, "hip and thigh." He proceeded, therefore, to work on the nearest elders, and inasmuch as he had been an athlete before he entered the ministry, it took about half the congregation to subdue him.

I was not, strictly speaking, in the athlete class,



but in all modesty I maintained that if the flesh was weak my spirit was valiant, and having embarked on this adventure I was determined to see it through to the bitter end.

I ignored the sheriff's suggestion that it would be well to send for a few full-grown men to take this patient into the ward, and curtly directed him to remove the jail jewelry, that being the term applied to handcuffs, anklets, and the other forms of physical restraint with which most of the obstreperous patients were adorned when they entered the institution. In his secret soul I am satisfied, in the light of subsequent events, that the sheriff fervently wished to see the patient literally wipe up the office with me. Much to the surprise and discomfiture of the sheriff, and somewhat to my regret, the patient, when his bonds were released, behaved as meek as a lamb.

I took him into the receiving ward, weighed him, noted his height, and made the cursory physical examination which always preceded careful examination by the ward physician. During this he exhibited about as much ferocity as a rabbit. I turned him over then to a blonde giant named Angelo, in charge of the receiving ward, with the remark that he was a minister from the vicinity of Galesburg who had come to spend a short time in the institution. Angelo was of a somewhat facetious turn of mind, and when I introduced him to the minister asked if he should give the man a bath in some water we had recently imported from the River Jordan for the express use of any members of the ministry who might pay us a visit.

This elicited the first sign of interest from the minister, and as his quiet demeanor had robbed me of an opportunity to pose as a hero in the office, I thought I would remain and see how he took his first initiation into hospital discipline, which Angelo called "the bath test." The minister's instincts of cleanliness had persisted in spite of his mental derangement, and he exhibited real pleasure at the prospect of a bath, especially as it was to be taken in genuine Jordan water.

Whether the minister took this bath as a fresh baptism for the work to which his delusion ordained him, or whether Angelo was a trifle rough with the scrubbing brush, I cannot recall. At any rate the minister arose, clothed only in a slight smile and the mantle of righteousness, and started to leave the tub. Angelo attempted to hold him down, but his wet, glistening body offered no stable hold and the preacher stood erect in the tub. I have seen several

prize-fights since that time, and have learned something about the corkscrew punch and the short-arm jab, but never have seen anything more scientific than the manner in which this minister connected his fist with the point of Mr. Angelo's jaw. One was enough. Angelo rocked unsteadily on his legs for a moment, and then settled into a quiet and dreamless sleep in a corner of the bath-room.

I was so fascinated by this exhibition that, until it was too late, it didn't occur to me that I was anything more than a spectator. I started for the door with the laudable intention of leaving the bath-room, when the glad light of day was suddenly switched off and I retired hastily, sliding on my right ear and the point of my shoulder-blade. It turned out that I was not as sound a sleeper as Angelo, and I came to in time to hear the minister swear his divine commission to remove the enemies of the Lord from the face of the earth and to see him start down the corridor looking for fresh enemies. I had crawled to the bath-room door, but had no intention of leaving that haven of refuge.

The affair in the bath-room had not aroused the second attendant in the ward, who was sitting quietly reading in one of the alcoves. The minister, running naked down the ward, did stir him into life, however, and he started up to intercept him. If you can imagine how easy it would be for an ordinary sized man to catch and hold a mad bull rushing to gore an imaginary enemy; if you can see that same man trying to stop the tree-tops from wagging when they are "fretten with the gusts of heaven," you can form some idea how near the second attendant came to stopping this ministerial thunderbolt. There is no concert of action amongst the insane, and for that reason the patients in the ward did not come in a body to assist the fallen attendant. Individually, there was no one present who was in this minister's class. By way, therefore, of further relaxing his muscles, he knocked down six or eight patients and had the remainder huddled, a frightened bunch, in a corner of the ward, when my bath-room mate, Mr. Angelo, showed signs of returning consciousness.

I believe it was Angelo's primary experience with the knockout blow, and he showed symptoms of extreme peevishness when he came out from under its influence. I was still watching the battle from afar when Angelo staggered to his feet and asked where the minister had gone and for permission to get at him. This last was entirely unnecessary, as



I had no intention of interfering with any inclination he might have along that line. What I most fervently wished was to keep away from our active guest. The comparative calm and freedom from strife in that bath-room had suddenly grown very dear to me.

Not so with Angelo. He went galloping down the hall, roaring like a mad bull, and I was almost tempted to shut my eyes to avoid seeing the utter destruction of the minister. I didn't shut my eyes, though, and what I saw was the minister neatly side-stepping Angelo's mad rush and slipping another of those now famous short-arm jabs to some point of Angelo's anatomy, that stilled for him the jarring noises of this world and closed from his vision the garish light of day. With the two attendants sleeping peacefully on the floor of the ward, and me in the seclusion of the bath-room, the minister was absolute master of the field. Seizing an opportunity, however, when his back was turned, I made a hasty dash for the door leading out of the

ward to summon assistance. All the time I was hurriedly unlocking the door, which took about ten seconds, I could hear the patter of naked feet on the ward floor and in anticipation could feel again on my throbbing head the impact of the mighty fist.

It took six able-bodied attendants to subdue this patient and put him in a single room. Angelo came out of his trance for the second time just as this was accomplished. He looked weakly up at me and said: "That was a d—— funny joke of yours to bring a crazy prize-fighter in here and introduce him to me as a minister."

By the irony of fate I had to continue my duties in the dispensary in spite of a disfigured countenance, and had to pass under the reviewing eye of the "recording angel" in a very unheroic condition. This "imperative concept" had thoroughly broken me of any ambition to be a hero. I was never able to emerge from the outer darkness wherein I stood when I attempted to pull off this "hero stunt" with an imperative concept.

## A HANDSOME AND MODERN PHARMACY.

**The Huggan Drug Co. in Boston—Visited by Many Druggists when in the City—Methods of Attracting Transient Trade—How Mr. Huggan Handles His Soda, Cigar, and Candy Departments.**

**By HARRY B. MASON.**

The H. D. Huggan Drug Co. of Boston has one of the handsomest and best equipped stores in the country. Unfortunately, however, it does not lend itself to photographic reproduction, and the consequence is that our series of illustrations fail to convey an adequate idea of the establishment. The store is nearly square, and it is therefore impossible to show it all in one view. We have had to fall back on sectional photographs, and these do not successfully picture the store as a whole.

### THE LOCATION A GOOD ONE.

The Huggan pharmacy is situated at the corner of Massachusetts Avenue and Boylston Street. Reaching behind the store is the fashionable Back Bay district of Boston, while in the immediate vicinity on Boylston Street is an up-town business district of increasing importance. The Huggan business therefore represents a very desirable class of family trade gathered from the wealthy Back Bay denizens on the one hand, together with a large transient

trade on the other. Cars pass by the store on both streets; the corner is a transfer point; and custom is thus drawn from Cambridge, Roxbury, Dorchester, and other places owing to these conditions. Mr. Huggan has made the most of these several opportunities, and has developed and equipped a pharmacy so unusual in character that druggists are pleased to visit it when in Boston.

Mr. Huggan has been a druggist in the city for something over a quarter of a century, but has occupied his present stand for perhaps a decade only. Previous to starting here he conducted five stores continuously at the same time, three in East Boston and one each in two other suburbs. He decided to sell them all out and concentrate his efforts in one place where the opportunities were great enough to warrant the change. That the step was a wise one cannot be doubted. He does more business in this one store than he formerly did in all five. The services of twelve clerks are now utilized, and an annual trade is enjoyed of something over \$100,000.

## \$12,000 IN FITTINGS.

One of the secrets of Mr. Huggan's success is to be found in the very handsome and well-equipped appearance of the store. He made up his mind some years ago that the locality and the possibilities would abundantly justify a considerable expenditure. He therefore gave *carte blanche* to Bangs, the Boston outfitter—and Bangs did the rest! An elaborate soda-fountain equipment was installed by the American Soda Fountain Co., and a total of something like \$15,000 was spent in refitting the place. The fame of the store has now reached beyond the confines of Boston, and, as I have already



HENRY D. HUGGAN.

indicated, druggists who visit the city very frequently run up to the Huggan pharmacy and look it over.

The "Back Bay District" is not alone the fashionable center of Boston. It is also the place where are to be found some of the best and most successful physicians. Mr. Huggan's prescription business is gratifyingly large, and his prescription department, in a quiet nook off in an extended corner of the store, is well equipped. The stock of pharmaceuticals, surgical supplies, and sick-room goods is unusually large and well assorted, and every facility is afforded for serving both physicians and laity with the things needed in the treatment of the sick.

## CATCHING SODA PATRONS ON THE RUN.

A very excellent trade is enjoyed in the three classic side-lines of the drug store—soda, cigars,



Exterior of the Huggan pharmacy at the corner of Boylston Street and Massachusetts Avenue. Note the excellent facilities for window advertising.

and confectionery. The soda fountain is shown in one of our illustrations, but in looking at the picture one gets no idea of the fountain and its location. Let me therefore explain that the soda department is right in the front of the store between the two entrances. Why, do you ask, was the very best position in the entire place selected for the soda fountain?

There were two reasons. In the first place, it is an excellent advertisement. Clean and natty dispensers work in full view of the hundreds of transients who pass by the store hourly, and if the people have any thirst at all they are at once moved to step inside and quench it. In the second place, Mr. Huggan has figured it out that a man will frequently buy a glass of soda water while he is waiting for a car, providing he can see the car coming and make his escape in time. Otherwise he will let the soda



This general view of the interior of the Huggan pharmacy does not do the store justice. Neither does it show much more than half of it. The store is square and presents many difficulties to the photographer.



This fountain was installed by the American Soda Fountain Co. at an expense of several thousand dollars. It is situated right in front of the window, between the two entrances to the store, in order that patrons may watch for their cars while being served.

go until he reaches his destination, and that would not suit the Huggan Drug Co.—they need the money!

Mr. Huggan consequently arranged things so that now, when a soda customer stands at the counter drinking his beverage, he can see along the street either way for nearly a block. For the more leisurely of soda patrons, and especially for the fairer sex, several of the Bangs tables are scattered throughout the store in different places. Before I pass on to mention other features of the Huggan establishment let me say that the soda business mounts up annually to the very handsome figure of \$20,000.

#### THE CANDY DEPARTMENT.

The candy business is also very large. The candy department is in the form of a square in the very center of the store, and is shown rather imperfectly in one of our illustrations. Two young women have charge of the department. The stock is large and the display very attractive. The cases were made to order after designs submitted by Mr. Huggan. They are all glass and each of them contains four plate-glass shelves. A particular feature is made of box confectionery yielding good prices. I should say that the confectionery department is about ten feet square.

#### SERVING CIGAR PATRONS.

The cigar department is located immediately in front of the entrance on Boylston Street, and it is shown in one of our engravings. The cigar cases

were made especially to serve Mr. Huggan's purposes, and the goods are shown to the best possible advantage. A large stock is carried and particular emphasis is placed on choice Havana brands. I may add in this connection that Mr. Huggan has a well-organized corps of employees, and every clerk is educated to give prompt and satisfactory service. What I have said about the Huggan facility for serving soda patrons while they are waiting for a street-car, applies in equal measure to the cigar counter and other departments of the establishment. Transients are made to feel that when they enter the Huggan store they will be given what they want immediately and pleasantly—and a large and well-selected stock is at their service also.

#### USING THE WINDOWS.

One of the strong features of the store is found in its show windows. The window front, indeed, is unquestionably one of the finest in Boston. It reaches for a considerable distance along both streets and it is used to the uttermost by Mr. Huggan. He makes a great feature of his window displays. One clerk is given entire charge of the windows and everything is exhibited in them which has any promise of yielding patronage. Here again is the opportunity presented of capturing the transient trade of people who are always on the jump and whose attention must be sharply attracted if results are to be attained.

But while Mr. Huggan makes excellent use of his windows, he never employs them for the announcement of special sales of any kind, nor indeed does he believe in such methods of attracting



This view shows the cigar department, with Mr. Huggan standing in the foreground at the left of the picture.

trade. "Saturday sales" are quite the custom of many of the down-town stores in Boston, but I found that Mr. Huggan always avoided methods of this sort—possibly because he is in a district like the Back Bay where nothing of the kind is necessary, and where, moreover, it might jar upon the sensibilities of the Boston aristocracy.

#### BUSINESS STRATEGY.

At the risk of repetition I want to point out the strategic skill exhibited by Mr. Huggan in the

location of his soda, cigar, and candy departments. The fountain is right in front of a long window; the cigar counter is immediately inside one entrance to the store; the candy department occupies a position in the very center of the open space of the pharmacy where it cannot possibly escape attention. Good position, a large stock, an attractive display, deft and obliging clerks—these tell the story of a large and profitable business in three side-lines which too often lose instead of make money for the druggist.

## "PROFITS AND EARNINGS."

**The Annual Business Statements of Five Druggists are Presented and Discussed—Comparisons of Considerable Interest—Something is Said Incidentally about Faulty Methods of Business Accounting.**

Of late the BULLETIN has received more business statements for presentation and comment in the department of "Profits and Earnings" than could be discussed within the somewhat narrow limits of that department. Five of them have now accumulated on the editor's desk, and it might perhaps be well to consider them all at one time in the present issue of the BULLETIN.

On several occasions we have pointed out that such statements, if accurate deductions were to be drawn from them, should give certain indicated facts, and we have in two or three instances published a suggested form of statement for the purpose. Using this form in the present connection, and making the several statements this month fit into it as well as possible, we have the following diagram:

have not been submitted. "B" did not inform us whether his stock had increased or decreased as indicated by his annual inventories, and we are consequently unable to know the cost of the goods actually sold over the counter; for this reason the item of gross profits may be several hundred dollars out of the way—either in one direction or the other. No druggist save "A" considered the very vital element of depreciation in fixtures and accounts, and the figures are consequently wrong with respect to what we have termed the "actual net profits," inasmuch as the amount of depreciation ought in every instance to be deducted from the "apparent net profits" gotten by deducting the expenses from the gross profits.

Furthermore, "E" has apparently not taken any inventory at all, and we can only assume that his

BUSINESS STATEMENTS OF THE FIVE DRUGGISTS.

	Total sales.	Purchases.	Stock increase or decrease (inventory)	Cost of goods sold.	Gross profits.	Expenses.	Apparent net profits.	Depreciation in fixtures.	Depreciation in accounts.	Total depreciation.	Actual net profits.	Inventory stock.	Inventory fixtures.
A....	\$35,243	\$23,369	\$5,323 inc.	\$18,045	\$17,198	\$8,366	\$8,832	\$446	\$300	\$746	\$8,086	\$12,075	.....
B....	20,000	11,937	.....	.....	8,063	4,398	3,665	.....	.....	.....	.....	6,060	\$4,556
C....	18,637	11,522	322 inc.	11,200	7,437	3,340	4,097	.....	.....	.....	.....	6,722	.....
D....	7,353	4,878	50 dec.	4,928	2,425	1,891	534	.....	.....	.....	.....	1,650	900
E....	6,732	3,661	....	....	3,071	1,500	1,571	.....	.....	.....	.....	....	....

Now it will be seen at once from this diagram that every statement save that of "A" is incomplete in certain essential characteristics, and even in the case of "A" the inventory figures regarding fixtures

stock has remained stationary, that he has only sold what he actually purchased during the year, and that the difference between his purchases and his expenses represents his gross profits. We suspect.

however, that he has reduced his stock without knowing it, and that his profit showing is consequently larger than it ought to be.

Two of the five druggists did not include personal salaries for themselves in the list of expenses. We have pointed out again and again that the percentage expense ought never to be estimated until the proprietor has charged up the proper amount for his personal salary. It stands to reason that no druggist wants to work for nothing. His time is certainly worth a reasonable compensation, and a percentage expense which does not include his salary is very misleading. The matter is one of considerable importance, for every druggist ought to know what it actually costs him to do business. Every time he fixes a sale price on an article he ought to realize just what it costs him to sell that article, and unless he is going to get an advance beyond the figure of percentage expense, he must think twice before he takes the step.

"A" and "B," we repeat, did not include personal salaries in their list of expenditures. In order to have the figures more nearly correct, therefore, we decided to give "A" a salary of \$1500 and "B" a salary of \$1200. Both men are worth more than these amounts, considering the size and responsibilities of their businesses, but these figures are the usual ones. When the two men note the changes we have made in their statements they will understand the reason for it in the light of this explanation. "C" paid himself a salary of \$1000, "D" a salary of \$1080, and "E" a salary of \$720.

Accepting the five statements at their face value, and ignoring the omissions and shortcomings which we have pointed out in the foregoing paragraphs, we find that the percentages of gross profit, expense, and net profit are as follows:

	Percentage of gross profit.	Percentage of expense.	Percentage of net profit
A.....	49	29	20
B.....	40	22	18
C.....	40	18	22
D.....	33	25½	7½
E.....	47	22	25

We may say at the outset that these showings, with the exception of that of "D," are exceptionally good. They are considerably higher than the average. We have found as the result of our experience in commenting on business statements for the last two or three years that a net profit of 15 per cent is a pretty good one. Anything above that is

high—that is, if it is actually based upon real facts, but we have made it clear in this article that some of the men whose statements are being discussed this month have perhaps not gotten at the truth. This doubtless explains, at least in part, the very good showing which they are able to make. Apart from that, however, the men seem to have very profitable businesses, as indicated by the large percentages of gross profit.

A gross profit of 40 is a pretty good average. Anything beyond this is certainly very satisfactory. "A," in making 49 per cent, may thank his stars for being in a very lucky situation. "E," in making 47 per cent, is almost equally fortunate—although, as we have pointed out, we suspect that this particular druggist, in failing to take an inventory, has really not made as much money as he fancies. "D," realizing a gross profit of 33 per cent, doesn't make quite as much money as he ought, especially in consideration of the fact that he is doing business in a small town in Minnesota where prices ought to be pretty good.

The percentages of expense are rather low in all five cases, except possibly that of "A." Considering the fact that "A's" business is over \$35,000 annually, it seems to us that he ought to be able to cut down his expenses to at least 25 per cent. And yet he deems his rate of expense to be pretty low as it is, and he remarks in his letter that he works very hard himself and cuts down his force as much as possible. "C" has a remarkably low percentage of expense, but he reports that he does not employ a prescription clerk, does the work himself, and thus saves about \$1000 a year. He is furthermore "of the opinion that the majority of retail drug stores have entirely too much expense and the only way to remedy it is for the proprietor himself to get busy!"

Some of the facts regarding the conditions surrounding the five stores may not be without interest. "A" is in a Texas town, and he explains his large percentage of gross profit, amounting to 49, by saying that he does a good prescription business, makes a large line of his own preparations, and realizes handsome returns from his soda trade. He has devised three soda drinks of his own on which the profits are very gratifying.

"B" is also located in Texas and his statement was submitted after the first year of business. He has two registered men, one porter, and one soda fountain man. One of the registered men acts as

manager and is paid \$125 monthly; the other gets \$75. The porter receives \$22.50, and the soda-fountain man \$35. A monthly rental of \$97.50 is paid.

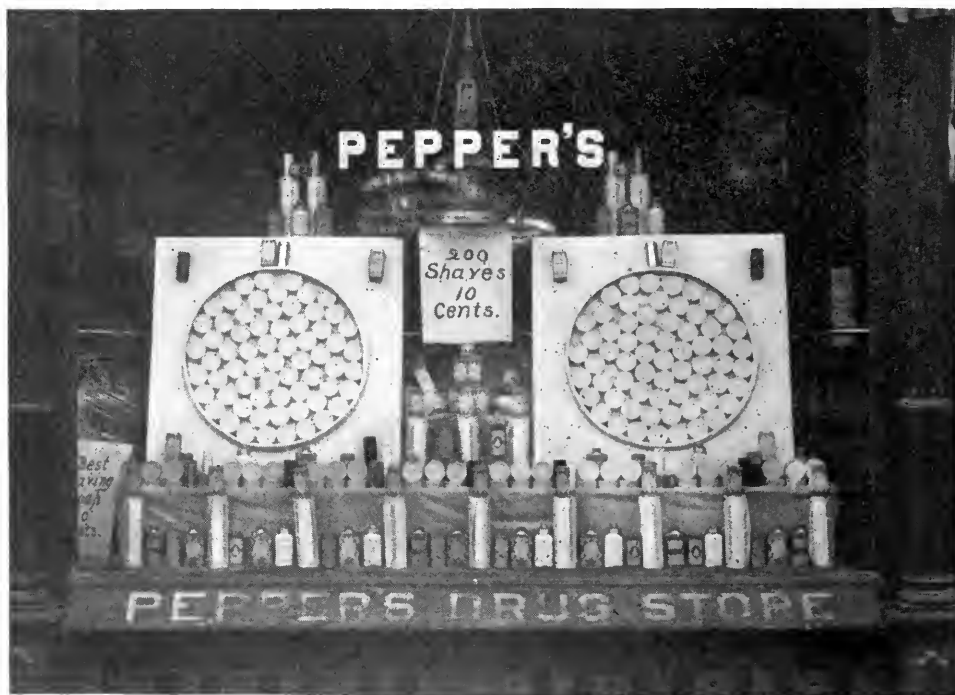
"C" is located in Alabama, "D" in Minnesota (in a small town of 2000 people and two drug stores), and "E" in Texas. "E" had only been in business a year when his statement was submitted to us.

Just a word in conclusion regarding another respect in which business statements of this character often differ. "A" has very properly charged freight and drayage to the merchandise account, while "D" has wrongly included it in the list of expenses. The other three druggists make no mention of the item, and we do not know what system they have followed.

## A CLEVER SHAVING SOAP WINDOW.

One of the most attractive displays of shaving soap which has ever come to our attention appeared recently in the store of J. T. Pepper, of Woodstock, Ontario. The first feature to strike the observer consists of two large rings filled with circular bars

each corner of the two boards. The steps in the window are carpeted with white cheese-cloth. Shaving soap in bars, cakes, and sticks of different make are grouped around. On the floor of the window rest packages of talcum powder and shaving soap.



of soap—a very symmetrical arrangement. The framework is entirely of wood. It consists of two barrel hoops wound with light-blue paper and nailed to square boards which are covered with the same material.

Shaving sticks of different kinds are fastened to

The cards read: "200 Shaves 10 Cents," "Best Shaving Soap 10 Cents."

This window brought the originator a good business in shaving supplies, including not only soap, but strops, brushes, mugs, after-shaves, and a variety of talcum powders.



# BOARD QUESTIONS ANSWERED.

*So much interest has been manifested in our series of answers to board-of-pharmacy questions that we have decided to establish a regular department for the publication of this material.*

## A NEW YORK STATE EXAMINATION.

(Continued.)

### PHARMACEUTICAL CHEMISTRY.

1. Vinum Ferri: (a) What salt is the active medicinal constituent? (b) What is the principal solvent used?

(a) Iron and ammonium citrate. (b) White wine.

2. Emulsum Chloroformi: (a) What oil is used in this preparation? (b) Why is any oil used?

(a) Expressed oil of almond. (b) Because it renders the emulsion more permanent.

3. Liquor Plumbi Subacetatis: (a) Between what two substances does the principal reaction take place in its manufacture? (b) What reaction occurs on exposure to atmospheric influences?

(a) Lead acetate and lead oxide. (b) Carbon dioxide is absorbed, causing a white film, and finally a white precipitate of basic lead carbonate.

4. Syrupus Ferri, Quininae, et Strychninae Phosphatum: (a) Give chemical name of the salt of iron as it exists in the U. S. P. finished product. (b) Why does this preparation darken with age?

(a) Ferric phosphate. (b) The change is due to the caramelizing effect of the phosphoric acid on the sugar.

5. Unguentum Hydrargyri Oxidi Flavi: (a) What per cent of the active constituent exists in this preparation? (b) Why is water used and what general precautions should be observed in its manufacture?

(a) Ten per cent of yellow mercuric oxide. (b) Water is used to insure reduction of the oxide to an impalpably fine condition. The hydrous wool-fat facilitates the incorporation of the petrolatum in the presence of water. Only glass, porcelain, or horny utensils should be used in making the product, and the ointment should be protected against direct sunlight and high temperatures.

6. Talcum Purificatum: (a) What is it, chemically speaking? (b) Why is hydrochloric acid used in its preparation?

(a) Magnesium silicate. (b) To purify the native talc by removing soluble foreign products.

7. What physical change, if any, occurs when the following chemicals are indefinitely exposed to air and light? (a) Sodii Hydroxidum. (b) Zinci Chloridum. (c) Resorcinol. (d) Potassii Dichromas.

(a) Sodium hydroxide rapidly deliquesces, absorbs carbon dioxide, and becomes covered with a dry coating of the carbonate. (b) Zinc chloride is very deliquescent. (c) Resorcinol acquires a pinkish tint. (d) No change develops in potassium bichromate.

8. By what names are the following formulæ commonly known? (a)  $C_6H_5OH$ . (b)  $CHCl_3$ . (c)  $HC_2H_3O_2$ . (d)  $KMnO_4$ .

(a) Carbolic acid. (b) Chloroform. (c) Acetic acid. (d) Potassium permanganate.

9. Complete the following equations: (a)  $(NH_4)_2CO_3 + HC_2H_3O_2 =$ . (b)  $PbO + Pb(C_2H_3O_2)_2 =$ . (c)  $FeSO_4 + H_2SO_4 + HNO_3 =$ . (d)  $KOH + I =$ .

$(NH_4)_2CO_3 + HC_2H_3O_2 = 2NH_4C_2H_3O_2 + H_2O + CO_2$ .

$PbO + Pb(C_2H_3O_2)_2 = PbO \cdot Pb(C_2H_3O_2)_2$ .

$6FeSO_4 + 3H_2SO_4 + 2HNO_3 = Fe_2(SO_4)_3 + 4H_2O + 2NO$ .

$6KOH + 6I = 5KI + KIO_3 + 3H_2O$ .

10. Given 67 Cc. of 94.9 per cent alcohol; approximately, how much *proof spirit* could you make?

67 Cc. of 94.9 per cent alcohol = 63.583 Cc. of absolute alcohol. Proof spirit is 49.24 per cent alcohol. Therefore  $63.583 \times (100 \div 49.24) = 129.1$  Cc. of proof spirit.

11. Define the difference between: (a) An acid salt. A neutral salt. (b) A chemical compound. A chemical mixture.

(a) An acid salt contains replaceable hydrogen; a neutral salt does not. Acid salts are usually but not always acid in reaction. (b) A chemical compound contains two or more elements in one molecule. A chemical mixture is a mechanical mingling of two or more elements in proportions independent of chemical laws. A mixture consists of two or more kinds of molecules, while a compound has only one.

12. Write the *chemical names* of the following: (a) Alum. (b) Tartar Emetic. (c) Copperas. (d) Cream of Tartar.

(a) Potassium aluminum sulphate. (b) Antimony and potassium tartrate. (c) Ferrous sulphate. (d) Potassium bitartrate.

13. How much water of crystallization would

there be in 1000 grammes of Epsom Salt,  $\text{MgSO}_4 + 7\text{H}_2\text{O}$ ?  $\text{Mg}=24.18$   $\text{S}=32$ .

The molecular weight of anhydrous magnesium sulphate equals  $24.18 + 32 + 64$ , or 120.18. The molecular weight of water is 18. This multiplied by  $7=126$ . 120.18 plus  $126=246.18$ , the molecular weight of magnesium sulphate. Hence  $246.18 \div 126$  equals  $1000 \div X$ , or  $X=511.8$  grammes of water.

[NOTE BY THE EDITOR.—The second part of question four in this department of the May BULLETIN was answered incorrectly. The number of pint containers required to hold 100 Troy pounds of ether is 104.74 and not 139.6 as previously stated.]

## DOLLAR IDEAS.

*The editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, book-keeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.*

### MAKING SIMPLE SYRUP IN A BARREL CHURN.

Thompson & Hagan, Christiansburg, Va.: Here is the process by which we make our simple syrup for the fountain. It has proved perfectly satisfactory, saves a lot of time and labor, and makes a clear syrup. We have a barrel churn, with a crank attachment, holding 70 or 75 gallons. Into this we pour a barrel of granulated sugar, followed by 30 gallons of water. We agitate the barrel for 15 or



20 minutes by simply turning the crank or cranks—a churn of this size usually has two cranks. In the time stated we make about 60 gallons of excellent

syrup. This beats the percolating process all to pieces. The idea is original, so far as we know. We enclose illustration of a churn similar to the one we use.

### A CONTRIVANCE FOR DISPLAYING POSTAL CARDS IN THE WINDOW.

C. K. Bushey, Dillsburg, Pa.: A very simple and inexpensive holder for displaying post-cards in the window, or even for exhibit in the interior of the store, can be made in this way: Drive tacks into the top and bottom of the window about half the length of a post-card apart and draw a double string tightly around them. Put the postal cards between the strings, as shown in the accompanying illustration. After placing each card in position run the strings alternately in front of and behind the postals, holding them rigidly as indicated in the picture. By this method you can cover the whole side and back of window, making as many rows as are needed and of any length. This device is a happy thought. Arrangements of a similar character have already been employed by drug stores throughout the country. Such a display exposes a large number of cards to the view of pedestrians. In one window where an exhibit of this kind appeared, strings of tooth-brushes were mingled among the rows of postals.



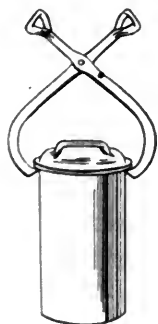
### A CHEAP WATER-HEATING DEVICE.

A. L. Remington, Silver Springs, N. Y.: A quantity of hot water is needed at times in the store, especially if you have a fountain and make your own ice cream. I secure an abundance at a cost of less than five cents a day. I have a copper tank 12 by 12 by 22 inches on the wall over the back-room sink; it is elevated sufficiently to be out of the way of heads. The cover keeps out the dust but is not perfectly tight. The city water is piped into this container through a hole in the cover just big enough to receive the pipe. There is a throttle in this pipe over the sink where the water can be let in. Under the tank on brackets is a one-burner, "new perfection," blue-flame oil stove which burns about half a gallon of oil a day. A pipe running from the bottom of the

tank carries hot water down to the sink. This whole device costs very little. I have used it four years with some minor changes and wouldn't be without it.

#### PACKING ICE-CREAM CANS.

*H. W. Bolar, Tarentum, Pa.:* "Tamping" ice-cream packers in the usual way by scooping out the surplus ice with the bare hands is a job. The following little trick makes us smile every time we tap a new packer of cream. With a pair of ice tongs (our own cost 10 cents) we reach down through the top



layer of ice, catch the cream can below the lid and raise it about 6 inches in the tub. Then we can easily tamp the surplus ice down. Be careful not to raise the lid itself. You save frozen hands and put the surplus ice under the can. It will also save your temper. Try this procedure.

#### ADVERTISING TEETHING POWDERS OR A BABY TOILET POWDER.

*A More Than Satisfied Reader:* To further the sale of these preparations I follow this plan: Whenever I sell anything to be used for the baby, I include in the package an envelope containing a sample of my teething or toilet powder. This is an invariable rule. In every instance printed directions accompany the sample. This system costs almost nothing, but the result in twelve months is surprising. During the past nine years I have sold thousands of packets of teething powders through no other form of advertising than samples and feeding bottles with my name blown in.

#### PEPSIN TONIC: A NEW SODA DRINK.

*George D. Campbell, Lonaconing, Md.:* To meet the demands at the soda fountain for "health" drinks we serve the following which we call "Pepsin Tonic." Draw one ounce of cherry syrup into an eight-ounce glass, add two dashes of acid phosphate

and four dashes of elixir lactated pepsin, N. F. The elixir we keep in an acid phosphate bottle with a squirt top. The lactated pepsin gives a peculiar, agreeable taste to the drink, and this, together with the name "Pepsin Tonic," appeals to many soda drinkers.

#### DISPOSING OF TROUBLESOME BUGS.

*C. W. Bender, St. Joseph, Mo.:* The arc light is often a meeting-place for green bugs. Sometimes I have had to turn off the current and burn gas to get rid of these iniquitous insects. But you can drive them out in twenty minutes with a double sheet of sticky fly-paper. Pull it apart, place the smooth and sticky parts back to back. Take a sack needle and tie the ends together. Suspend the paper two inches below the lamp and you will catch thousands of bugs in twenty minutes.

#### FRESHENING UP RUBBER GOODS.

*E. W. Fellows, Chatham, N. Y.:* Perhaps nothing sold in a drug store assumes a soiled and "second-hand" appearance more quickly than atomizer bulbs, hot-water bottles, and other rubber articles which the customer handles. Rubber is very easily soiled, showing finger-marks and dirt. The delicate powder finish comes off. To restore the original appearance of the goods, wipe them with a flannel cloth slightly moistened with gasoline.

#### BURNING DENATURED ALCOHOL.

*E. C. Cheeseman, Ithaca, N. Y.:* Denatured alcohol smokes when it is burned in an ordinary spirit lamp. To prevent such annoyance proceed as follows: Use an ordinary kerosene burner without the chimney. After lighting the wick, turn it up until it nearly touches the cone. The result is a blue flame, and there is no further smoke nuisance.

#### A NEW CRUSHED FRUIT.

*H. E. Read, Altamont, Kansas:* Take equal parts of pineapple and strawberry crushed fruits, and, instead of diluting with the plain syrup, use equal parts of orange, lemon, and vanilla syrup. Serve like other crushed fruits. This makes a rich flavor and is proving very popular with my trade. I call it "California Fruit Sundae."

## LETTERS.

### TWO SUGGESTIONS FROM MR. BODEMANN.

To the Editor:

What do you think of these, my Sunday afternoon reflections?

1. Why wouldn't it be advisable to solicit contributions from N. A. R. D. members asking them to send suggestions as to what the next convention should take up, have the topics discussed in the journals, reflected on and predigested, so that when the delegates meet action can be had more promptly and intelligently?

2. What do you think of the "Sterbekassen" system in vogue among the European pharmaceutical associations? If 50,000 American druggists would pay \$1.00 each at the death of a druggist, \$50,000 would be the family's inheritance from the fellow craftsmen of the deceased. If only 10 cents was the death-rate assessment, \$5000 would even then be realized. How many druggists do you suppose die

annually anyway? What would the scheme cost? It might be conducted separately or made a department of the N. A. R. D. routine like the California relief work. What a splendid feeling such a thing would develop—to have the family of a brother druggist kept out of poverty by the concerted action of the craft?

WILLIAM BODEMANN.

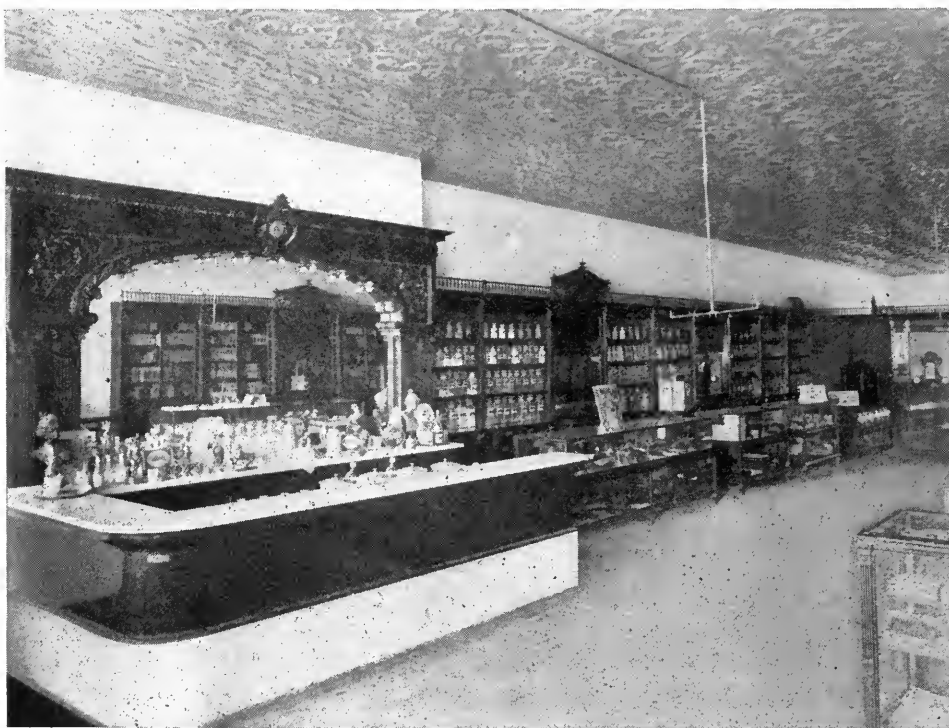
Chicago, Ill.

[NOTE BY THE EDITOR.—These two suggestions of Mr. Bodemann are worth thinking about, and we should be glad to hear from our readers.]

### PRESCRIPTION METHODS.

To the Editor:

I note Harry B. Mason's description, in the April BULLETIN, of the business of Melvin & Badger in Boston. Mr. Mason dwells somewhat upon the practice of this firm in copying all prescriptions in a series of large books used for the purpose, the originals being in every case returned to the customer. Let me say that this system has been in vogue in some towns in this State for at least fifty years. The Bristol Drug Co. of Ansonia, Conn., has followed



A WELL-EQUIPPED PHARMACY IN NORTH TEXAS.—This is a picture of Cousins' drug store in Munday, Texas. There is something about the fountain, the fixtures, and the generous floor space which gives the observer an excellent impression. The store represents a substantial investment, and one need not look twice at the picture to appreciate the fact. A handsome granite fountain with a great glass mirror set in a beautiful superstructure adds greatly to the appearance of the place.

the practice fully that long. The same custom is practiced in Derby and New Haven. The chief reason given is that the patient, keeping the original prescription, can show it to the physician so that the latter will know what he has prescribed.

Southport, Conn.

LUIN B. SWITZER.

#### COLORING ALKALINE ANTISEPTIC, N. F.

To the Editor:

I contributed a letter to your journal last month regarding the use of cudbear in coloring Alkaline Antiseptic, N. F. I suggested that if powdered cudbear be added to the solution in the proportion of 10 grammes to the liter, and if maceration proceeded for three days, no difficulty would be experienced with the preparation. Through some error I was made to say 10 *grains* instead of *grammes*. I may repeat that I have made ten-gallon batches of the solution and have had no trouble in getting uniformity of color. Tincture of cudbear is of very little value and could be abandoned with advantage.

Sardis, Ohio.

GEORGE W. TOWLE.

#### ATTACHING LABELS TO TIN CONTAINERS.

To the Editor:

I have noticed in the BULLETIN different processes for making labels stick to tin boxes. Here is mine: I take an ordinary gummed label moistened with just enough glycerin to make it stick; then I put the label on the box and rub till thoroughly dry. When the customers bring their tin boxes back to be refilled, I have noticed that the labels are always there!

SILADE W. GREEN.

Mart, Texas.

#### PROFITING BY OTHERS' EXPERIENCES.

To the Editor:

I follow with interest the experience of others as reported in your valuable journal, and hardly a day goes by that I do not make practical use of some suggestion contained in the BULLETIN's pages. As to results, they are encouraging—very much so. I wish the BULLETIN and you personally a prosperous year.

JULIUS C. BELMONTE.

Cleveland, Ohio.



A WELL-EQUIPPED PHARMACY IN NORTH TEXAS.—The dispensary of Cousins' drug store is apparently conducted by three sturdy Texas youths. It must have been a busy day when this picture was taken as the camera caught the young men hard at it. The pharmacy is a commodious one throughout. The shelves and drawers give evidence of an up-to-date pharmacy. The stock includes an assortment of standard chemicals and pharmaceuticals.

**BUILDING UP A BUSINESS ON OLIVE OIL.**

To the Editor:

We are sending you a couple of our olive oil ads. They were suggested by an article which appeared in the BULLETIN OF PHARMACY encouraging the



druggist to take up this product and push it. Last July we started a campaign by running an ad. twice a week in two of our daily papers. The text was set solid as follows:

**PUREST OF ALL IMPORTED OLIVE OIL.**

If you want the very best Olive Oil that comes to America from France be sure you secure no other oil but Beri Olive Oil, the absolutely pure and unadulterated French product of exquisite delicacy and delightful blandness, an oil which experts declare to be the finest of all imported brands, an oil whose perfect purity and matchless delicacy will delight you. The older the olive tree, the better and richer olives it bears. Beri Olive Oil is the first and choicest run of oil from perfect olives carefully selected from those grown in the world's oldest groves at Nice, France.

Sold in Fairmont by Crane's Drug Store at 35 cents a half-pint, 65 cents a pint, and \$3.50 a gallon.

**BERI PURE FRENCH OLIVE OIL.**

Olive Oil is now claiming the attention of intelligent Americans to a degree heretofore unknown, as an unrivaled food and medicine. We have given the subject careful study, and our search for the best Olive Oil was patient and painstaking. Not a market was overlooked, not a source was slighted. Even Uncle Sam's Government reports were examined and Beri Olive Oil proved to be pure.

Owing to the fact that Olive Oil, as a rule, is taken into the stomachs of weak or ill persons it surely should be pure and perfect. There are on the market to-day several grades of

olive oil. The good is the pure, free from all substitution and adulteration. The other grades are adulterated or made from a poor quality of olives, or from those which are unripened, unsound, or improperly handled.

Beri Olive Oil is made only from the carefully selected, well ripened olives, especially grown for the manufacturer. Sold in half-pints 35 cents, pints 65 cents, and one gallon \$3.50, at Crane's Drug Store.

We have built up a business ranging from three to fifteen gallons a month. We are still running an olive oil ad. once a week in two papers and expect to keep it up indefinitely. These newspaper ads. cost us 8 cents an inch, or an average of about \$1.25 a week, at the beginning. You will notice we did not use display ads., but simply plain reading matter. We never run the same announcement more than twice, and usually only once.

We put up our olive oil in an attractive package, using a label of special design. We use window displays and keep an exhibit on the show-case. Having received this idea from your valuable journal, we shall continue our subscription as long as we are in the drug business.

Fairmont, W. Va.

W. R. CRANE & CO.

**WHEN IN TROUBLE CONSULT YOUR DRUGGIST.**

To the Editor:

I am enclosing a letter which blew into our store not many moons ago. It may form an interesting contribution to your curio column. The English

*Dr very please send  
My Baby a round of  
Medicine He Be two  
years old in july He  
coughing His stomach  
teathy He running off to  
His Bowels He get a little  
fever and a cold like*

can be made out after a little study, and I do not know that a translation is necessary.

Allen, Texas.

WESLEY YOUNG, PH.G.

**FROM TURKEY.**

To the Editor:

Your BULLETIN OF PHARMACY is an excellent drug journal. The more I read it the more I like it.

Lattakia, Syria, Turkey.

SADICK FATTAL.



## BUSINESS HINTS.

### A Well-composed Ad.—

McCutcheon Bros., of Calgary, Alberta, Canada, recently ran a half-page in their local paper which excited some flattering comment among the merchants of that town. BULLETIN readers will be interested in the text. It shows how a

dainty fragrance of the powder and the flowers should be given a permanent place in the window. The background should match the floor covering in color, with overhanging violet drapery caught up with gilt cords.

By varying the color scheme and the flowers, talcum of any odor may be shown. Do not, however, use red or orange lavishly in a display that is intended to convey an impression of summer comfort. A touch of either of these colors added to a display in an appropriate shade of green is very effective, however.

McCutcheon Bros. Druggists Calgary, Alberta		
<h3>Send Us Your Prescription</h3> <p>Our drugs are the finest available and are able to do every day's work. Our prescriptions are written by thought, care and skillfulness. We first select the best quality of drugs, and then we select the best quality of prescriptions. We first select the best quality of drugs, and then we select the best quality of prescriptions. We first select the best quality of drugs, and then we select the best quality of prescriptions.</p>		<h3>New Styles in Stationery</h3> <p>We have a large stock of stationery, and we are able to do every day's work. Our stationery is written by thought, care and skillfulness. We first select the best quality of stationery, and then we select the best quality of prescriptions. We first select the best quality of stationery, and then we select the best quality of prescriptions.</p>
<h3>McCutcheon's Witch Hazel Cream</h3> <p>An Excellent Tonic for the skin and hair, and a most effective remedy for the skin. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair.</p>	<h3>Stop That Cough</h3> <p>The best remedy for the cough, and a most effective remedy for the skin. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair.</p>	<h3>The 2 Macs White Liniment</h3> <p>A most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair.</p>
<h3>Five Million Magazines</h3> <p>A most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair.</p>	<h3>No Substitute Here</h3> <p>A most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair.</p>	<h3>Rubber Goods</h3> <p>A most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair.</p>
<h3>McCutcheon's Compound Syrup of Hypophosphites</h3> <p>A most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair.</p>	<h3>Perfumes</h3> <p>A most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair.</p>	
<h3>Combs</h3> <p>Our Combs are the best, and our Combs are the best. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair.</p>	<h3>Phone 937</h3>	<h3>Brush Talk</h3> <p>A most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair. It is a most effective remedy for the skin and hair, and a most effective remedy for the skin and hair.</p>
<h2>McCutcheon Brothers</h2> <p>818 1st Street East - Druggists - Calgary, Alberta</p>		

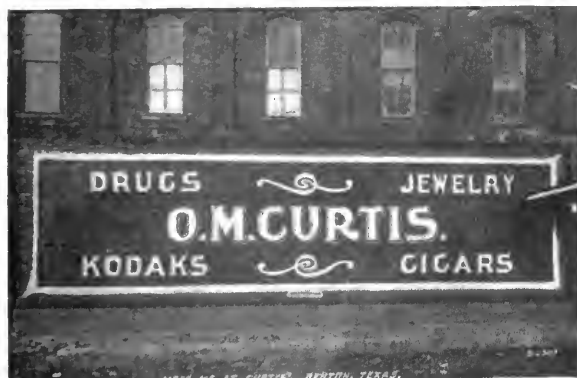
drug store can utilize large space to advertise specialties, thereby avoiding a crowded effect. A heavy black border surrounds the ad., while light lines are used to separate the different sections. Good composition, plenty of white space, and a neat typographical arrangement are features of this announcement.

### A Display of Violet Talcum Powder.—

M. P. Gould, of New York City, contributes to *The Druggists Circular* the description of a neat window trim of violet talcum powder: Cover the floor of the window with white or cream-colored cheese-cloth or silk; puff it up as artistically as possible (feminine fingers are of great help here), scatter over it rosettes and bows of violet baby-ribbon. In the center of the space, place a large glass punch-bowl—borrowed from a friendly caterer if necessary—fill this with artificial or real violets. On either side and somewhat more distant from the glass, place two large wooden bowls gilded or covered with gilt foil—iron evaporating dishes will do very well. Fill these heaping with white flour. Scatter boxes of the talcum powder in picturesque disarrangement about the window. A large card with a comparison of the

### A Mailing Card.—

O. M. Curtis, of Denton, Texas, recently got up the mailing card shown in the accompanying engraving. It was a



half-tone reproduction of a photograph, and the cut occupied the entire back of the card. On the front of the card, in the space provided for messages, the following appeared

in print: "Don't forget the place—southeast corner of the square. The post-office is just opposite, and if you don't stop in and see me on your way there it's your fault. We have one of the most completely equipped drug and jewelry stores in Texas and we are anxious to serve you. Won't you come? 'Phone 52."

#### A Useful Ad.—

Here is a compound ad. which demonstrates a trio of good sellers. It may be suggestive to some of our readers. It appeared in Mr. Cooban's drug-store paper.

### Cooban's Cooling Cream

is the delight of the fastidious and the firm friend of the refined. Its soothing and satisfying results in case of chapped hands, chapped skin, chapped lips, skin roughness, etc., are known and appreciated by an army of our patrons. It is really an indispensable toilet requisite. Its wide sale is due altogether to its merits. And if you wish to appreciate its real value make a specimen purchase of our Cooling Cream. The price is easy—ONLY - - **20c.**

### Cooban's Corn Cure

#### BRINGS SPEEDY RELIEF

A fair trial soon proves its efficiency. For years we have manufactured and sold this popular remedy, and its remarkably large sale to-day is a striking proof of its merit. Cooban's Corn Cure is on sale at a popular price, which is **15c** bottle

### Cooban's Creme Marquise

This is a truly delightful cosmetic, prepared after the formula of Madame Qui Vive. It is used to whiten the complexion and as a soothing application to the skin. This preparation has found its way into the most exclusive circles, where it never fails to give unbounded satisfaction. Price - - - **25c** A JAR

#### The Value of Window Displays.—

"Good window displays," says a writer in the *Northwestern Druggist*, "are a very sure and economical way of bringing customers into your store to buy. There is scarcely one of you but has had the experience of putting in a good display and having customers come in and inquire and buy almost before the display was finished.

"The average druggist doing a business of \$5000 a year or more can wisely appropriate 50 cents a week for his windows. This money may be spent for new curtains, laundry, carpenter work, cut-flowers, show-cards, lumber, paint, lining for the bottom, electric batteries for moving displays, etc. It may be spent regularly or bunched up for several weeks. But it should be laid aside for that specific purpose. Then it will be much more apt to be spent for the right thing when it is needed. Never forget the display is made to sell goods. Do not omit price tickets.

"Make your display fit the occasion. Decorate for special days, Decoration Day, Fourth of July, Labor Day, Thanks-

giving Day, New Years. Make the showing bear some relation to the occasion, and then offer some reason to buy.

"Make your window display coincide with the weekly advertising. It makes two blows on the same nail, and it is surer to drive it home."

#### Working up an Ice-cream Business.—

Minor E. Keyes, a hustling Detroit druggist doing business at the corner of Joseph Campau Avenue and Fort Street, has recently established an equipment for the manufacture of ice cream on his own premises. A basement has been fitted up for the purpose at an expense of three or four hundred dollars, and Mr. Keyes, with blood in his eye, has gone out

## KEYES' Home-Made Ice Cream

It is Perfectly Delicious!

We are now manufacturing our own Ice Cream, because we can give our customers **A BETTER ICE CREAM** than we can buy.

We manufacture our own Ice Cream because we can give our customers a **PURER ICE CREAM** than we can buy.

If you were to go into our Ice Cream "kitchen" and see how clean everything is, and how pure and fresh every ingredient that goes into our Ice Cream, you would not wonder why it has such a delicious flavor or why one large helping of it only whets your appetite for more.

The flavors we use are the same that we employ at our Soda Fountain—our own make, just the finest fresh fruit and sugar—nothing more.

Vanilla,  
Strawberry,  
Chocolate,  
In Paper Pails.

**25c**  
QUART

Bricks made of  
the three flavors  
in paper  
boxes.

### SUNDAY DINNER ICE CREAM.

We will deliver it promptly in the best condition. We pack it to keep. You can order by telephone at any time. Ice Cream "tops off" a good dinner—and makes an ordinary dinner more enjoyable.

## MINOR E. KEYES,

Prescription Druggist,

204 Jos. Campau Ave., Cor. Fort St. E., DETROIT.

Phones: Bell E. 50. Home City 606.

after the business. He is rapidly building up a fine trade on creams of various flavors, and in addition is increasing the sale of his own soda by virtue of the superior quality of ice cream which he is now enabled to supply in his drinks. When he began a month or two ago, he issued the circular shown in the accompanying reproduction. It was 6 by 10 inches in size, and a good quality of buff paper was used for the purpose.

**Making a Drive on Hair Brushes.—**

At first thought it may seem that hair brushes offer scanty material for a newspaper ad. A glance at the accom-

## Tuesday Special

### HAIR BRUSHES

One lot 5 row, solid back Brushes, foxwood, sold in other stores for 85 cents.

**Our Price for Tuesday Only 47C**

One lot Brushes, assorted sizes and shapes. Regular price 50 cents.

**Special Price Tuesday 31C**

One lot Brushes, assorted, regularly sold for 25 cents.

**Special Price Tuesday 14C**

LOOK IN OUR EAST WINDOW.

## The White Drug Store,

D. CHAS. O'CONNOR, Pharmacist.

243 Main St., Second Door from Putnam.

panying advertisement, framed by D. Chas. O'Connor, of Fitchburg, Mass., will convince one to the contrary. Occasional special sales are good things.

**Getting After New People in Town.—**

Charles S. Northen, of Talladega, Alabama, always believes in looking after either guests who are temporarily in the city or people who have recently taken up their residence in town. He has two "form" invitations which he uses for the purpose. They read as follows:

**ESTEEMED VISITOR:**

We extend to you a cordial welcome as one of Talladega's guests, and trust that your visit will be so pleasant you will come often to Talladega. One of the places of interest here is our beautiful new store, and we trust you will visit us while here, so that we may have an opportunity of adding to your pleasure by supplying your wants in our line.

Yours truly,

NORTHEN'S DRUG STORE.

Everything that can be found in a first-class drug store.

Everything just right.

The cleanest, purest drinks.

Delicious Candies, Chocolates, etc.

Our Ice Cream is famous.

A service unexcelled.

**ESTEEMED FRIEND:**

It is with much pleasure we join the warm-hearted citizens of Talladega in welcoming you as a resident of our city. We hope to have the pleasure of meeting you soon. We have the most modern and thoroughly equipped Drug Store in Talladega, and would be glad to number you among our many satisfied customers.

Wishing you much success in whatever you undertake, we are,

Yours truly,

NORTHEN'S DRUG STORE.

Everything that can be found in a first-class drug store.

Everything just right.

The cleanest, purest drinks.

Delicious Candies, Chocolates, etc.

Our Ice Cream is famous.

A service unexcelled.

We may explain that the foregoing invitations are each printed on a double sheet of stationery and sent out under two-cent postage. The printed matter appears on the first page of the sheet only. The typography is good, the paper stock expensive, and the general effect produced is one of satisfaction. Mr. Northen wisely remarks that when new people move into a town they appreciate being noticed, and they are more than likely to become customers of the first store which impresses them favorably. Temporary visitors and their hosts also appreciate such courtesies, and nine times out of ten the visitor is brought to the store and frequently a permanent customer is made of the host or hostess.

**Pushing Popular Specialties.—**

These ads. of Mr. Cooban appeared in a suburban Chicago paper. They were arranged side by side, being sections of a whole page devoted to the Cooban specialties.

## COOBAN'S READY LINIMENT

It is always ready for prompt use, day or night. It is a true household friend. It is handy when traveling. It is indispensable when one is on a vacation. On sporting and fishing excursions it should be made a part of the supplies.

For it gives prompt relief to Rheumatism, Neuralgia, Inflammation, Lameness, Cramp, Sprains, Bruises, Stings of Insects and Aches and Pains of all kinds.

It can be applied internally and externally. Being one of our own specialties, put up expressly by us, sold for years over our counters and always with feelings of satisfaction by our trade, we have no hesitancy in warmly recommending this handy remedy.

Price 25c a Bottle.

**B. S. COOBAN & CO.**

559 W. 63D STREET, CHICAGO.

## COOBAN'S CONCENTRATED ESSENCE OF JAMAICA GINGER

**For Cramps, Colic,  
Cholera Morbus, etc.**

The medicinal properties of Jamaica Ginger are generally well known. In all forms of stomach troubles Jamaica Ginger for generations has been a "stand-by" in many a household.

We have a preparation—a concentrated Essence of Jamaica Ginger—that we have reason to believe is the best ever put on the market. At least, many of our customers say so. They should surely know, for they have tested this remedy.

It is excellent for Indigestion, Dyspepsia, Cramps, Colic, Cholera Morbus, Dysentery, Summer Complaints, Diarrhea, Enfeebled State of Alimentary Canal, etc. It is mild and gentle, yet certain in its action and relief.

Price 20c Per Bottle.

**B. S. COOBAN & CO.**

559 W. 63D STREET, CHICAGO.

**Pushing the Soda Business.—**

Paris Smith, of Comanche, Texas, recently got out a soda menu to push his fountain business. The menu itself set forth the 30 or 40 drinks dispensed at the Smith fountain, giving prices in each instance, and then at the bottom of the sheet, separated by dotted lines, was a coupon which the recipient could tear off, bring to the store, and exchange for a free drink of anything served at the soda fountain. In each instance the recipient's name was written in ink on the coupon so as to prevent the offer from striking people as being extended very promiscuously.

## PRACTICAL PHARMACY.

### Prescription Studies.—

In a lecture recently delivered before the New York College of Pharmacy, Professor Remington exhibited a number of incompatible prescriptions by means of lantern slides. As the different prescriptions were thrown on the canvas, Professor Remington dwelt upon the difficulties which they presented. We publish below a few of the prescriptions shown:

Tincture of gentian comp.....	4 ounces.
Extract tarax. fluid.....	1/2 ounce.
Extract valerian, fluid.....	1 1/2 ounces.
Magnesia sulph.....	2 ounces.
Aquæ, ad.....	1/2 pint.

This presents a case of physical incompatibility, the amount of alcohol present being sufficient to throw the magnesium sulphate out of solution, causing the mixture to solidify on standing. On presenting this view of the matter to the prescriber he will, no doubt, be willing to substitute the infusion for the tincture of gentian.

Acetphen .....	15 grains.
Camphor .....	15 grains.
Phenyl. salicyl.....	15 grains.

This mixture will become liquid if triturated in a mortar, but if lightly mixed by means of a spatula and put up in waxed paper it will retain its pulverulent form. The speaker said, however, that it was advisable to inform the physician of the results of mixing the ingredients so that the drugs might be administered separately.

Lithii citrat .....	20 grains.
Sodii phosphat.....	1/2 ounce.

Owing to the large amount of water of crystallization in the sodium phosphate the mixture will liquefy.

Tinct. guaiac.....	4 drachms.
Vin. colch. rad.....	2 drachms.
Syrup zingib.....	1 ounce.
Aquæ, q. s. ad.....	4 ounces.

The tincture of guaiac contains so much resin that it will be precipitated in this preparation; therefore a little acacia should be added. A very small quantity suffices.

Cocaine hydrochlor.....	4 grains.
Ol. amygdalæ.....	1 ounce.
Fiat solutio.	

The salt being insoluble in oil, the dispenser should use cocaine alkaloid instead.

Potassium bromid.....	4 drachms.
Aquæ menth. pip.....	2 ounces.

Peppermint water is a saturated solution of the oil. On adding this amount of potassium bromide the oil is thrown out of solution and must be removed by filtration, as otherwise it floats on the top of the mixture. Evidently the peppermint water is used principally for its effect as a flavoring. Therefore, since it is impossible to retain all of the oil in solution, all the practical results desired can be obtained by using one ounce of the peppermint water and one ounce of plain water.

Tinct. nuc. vom.....	1/2 ounce.
Tinct. gent. comp.....	2 ounces.
Tinct. card. comp.....	5 1/2 ounces.

Owing to the difference of the alcoholic strength of the tinctures a precipitate will be thrown down composed largely

of extractives, which may be filtered off. This is permissible where the dispenser is sure that he is not filtering out some active ingredient.

Syr. scillæ.....	1 ounce.
Syr. senegæ.....	1/2 ounce.
Potas. bicarb.....	40 grains.
Tinct. opil.....	1 drachm.
Syr. simp.....	4 ounces.

Owing to the presence of acid in the syrup of squill carbon dioxide will be liberated from the potassium bicarbonate. It is best to complete this reaction in a mortar before placing the mixture in a bottle. The best result is obtained by adding some of the bicarbonate to the syrup of squill in a mortar, triturating until effervescence has ceased and then adding the other ingredients.

### The Art of Dispensing Capsules.—

J. Leon Lascoff, in a recent association paper, says that capsules are preferably dispensed dry, except when the ingredients weigh over 15 grains, or contain extracts; even then dry powdered extracts should be used instead of moist ones. Great care must also be taken that no substance having any taste or odor should be outside of the capsules; they must be thoroughly wiped off with cheese-cloth.

When calcined magnesia or any other kind of light substance is prescribed in capsule form, it is advisable to add a few drops of alcohol or ether, so that the bulky powder thus resulting will not be as large as before, and can be dispensed in a much smaller capsule.

If oily substances are prescribed, and soft capsules are used, care must be taken in wiping them off *with ether*, which gives the capsule a better appearance and removes the odor and taste from the outside.

If liquid substances mixed with dry powders are prescribed, like creosote 2 grains, duotal 3 grains, it is advisable to put up the duotal capsules first dry, and then with a dropper add to each capsule 2 drops of creosote, and put the medicament in a double capsule.

Mr. Lascoff thought that if the pharmacist were to pay a little more attention to turning out the pills as round and nice as possible, and the capsules as small, neat, and clean as possible, marking on the prescription the weight of the mass and size of the capsules, the physicians would not have so many complaints from the patients, and the medical profession to-day would never prescribe pills and capsules of whose ingredients they are generally very much in the dark, but would prefer regular prescriptions specifying each ingredient.

### A Manufacturer's Comments on Flavoring Extracts.—

Mr. A. E. Claus, secretary of the American Extract Manufacturers' Association, in a recent address before the Philadelphia Branch of the American Pharmaceutical Association, discussed the manufacture of flavoring extracts. He contended that the formulas and standards of the U. S. P. were impracticable, and that the results, following the official formulas, would mean disaster to the manufacturers of flavoring extracts. Mr. Claus gave it as his opinion that many varieties of so-called Bourbon vanilla were more desirable, more delicate, and altogether more satisfactory than the average of the Mexican bean. He also objected to the high percentage of alcohol that is directed in the U. S. P., and asserted that a much lower percentage would, as a rule,

give more satisfactory results, though it should be remembered that each particular lot of vanilla must be treated differently. The official tincture of lemon peel, or the equivalent spirit made from oil of lemon, he considered to be objectionable because of the high percentage of alcohol and the unnecessarily great amount of oil contained therein.

Tincture of orange peel, being practically identical with that of lemon, was of course open to the same objections. Mr. Claus deplored the fact that the Pharmacopœia had not taken cognizance of the terpeness oils, and asserted that the ordinary oils of the market are quite unfit for the extract manufacturer, who to obtain the most satisfactory results is required to make these preparations for himself.

#### Chemistry in the Store Window.—

At the last meeting of the Pennsylvania Pharmaceutical Association F. P. Stroup offered some suggestions for interesting window displays:

*Silver Tree.*—Dissolve two ten-cent pieces in two fluidrachms of concentrated nitric acid; evaporate the solution almost to dryness to drive off excess of acid. Cool it and dissolve the resulting crystalline salts in sufficient distilled water to make a saturated solution. This solution will be slightly blue on account of the copper which is alloyed with coin silver. Place the solution in a glass vessel with a curved bottom. Add a drop of mercury the size of a large pea and set the mixture aside for twenty-four hours, or place it in the window. An arborescent growth of mercury and silver amalgam will be produced which may be kept indefinitely.

*Lead Tree.*—Place in a tall jar or wide-mouthed bottle a solution made by dissolving four ounces of lead acetate in one quart of water. Place the vessel where it will not be subject to vibration, and suspend in it a strip or cylinder of zinc;

battery zinc answers the purpose very well. An abundant growth of crystalline spangles of metallic lead will collect on the zinc within forty-eight hours.

*Tin Tree.*—Dilute commercial tin chloride solution with forty times its bulk of water and suspend a strip or pencil of zinc in it as in the case of the lead tree. The growth will be very similar to that of the latter.

#### The Manufacture of Glycerin Suppositories.—

Henry C. Blair read a short paper before the Pennsylvania Pharmaceutical Association on a process for making glycerin suppositories.

"Glycerin suppositories," said Mr. Blair, "deteriorate if kept on hand too long. Accordingly, in stores where the demand is very small and where they are made extemporaneously, the formula of the United States Pharmacopœia is a very satisfactory one.

"But if the demand is comparatively large, a superior article can be made by adding to heated glycerin three per cent of soap made from stearin and carbonate of soda.

"This soap should be as nearly neutral as possible, and dried and powdered.

"The advantages over the official preparation are a lower melting point, greater solubility, finer consistency, and, as these suppositories contain much less water than do the official preparation, they are more hygroscopic.

"If they be kept in well-stoppered vials, and in a moderately cool place, they will remain almost permanently in a perfect condition.

"Glycerin suppositories should be made in molds. Any shape may be used, but that of two cones joined at the bases, one short and one long, the long end to be inserted, has been found to be very satisfactory."



PHARMACY MADE THE SUBJECT OF ART.—This is a reproduction of an oil painting, "A Spanish Pharmacy," which was first exhibited in the Paris Salon in 1882. It attracted considerable attention at the time by reason of its beauty of detail and its richness of coloring—qualities which are unfortunately lost for the most part in our reproduction. A copy of the original in color hangs in the National Gallery in London.

## BOOKS.

### KEMP & Co.'s "PRESCRIBERS' PHARMACOPOEIA."

Kemp & Co., Limited, of Bombay, have one of the largest wholesale drug houses in the Far East. The general manager of the company, Mr. A. Pell, is not only a business man of large capacity, but as a scientific man enjoys the titles of F.C.S. and M.P.S. For a number of years Mr. Pell, on behalf of his company, has been issuing frequent editions of Kemp & Co.'s "Prescribers' Pharmacopœia," and this useful and helpful volume has frequently been reviewed in our columns. The last edition has been increased to 600 pages. It describes an enormous number of new remedies, gives a list of trade-marks with their chemical equivalents, discusses many Indian drugs, contains a dose book, and has many other new and useful features. The present volume also contains two exceedingly valuable papers—the first by Lieutenant-Colonel Bannerman, I.M.S., Director of the Bacteriological Laboratory in Bombay, on Antitoxins, Vaccines, Organotherapy, etc., and the second by Dr. N. F. Surveyor, Professor of Bacteriology in the Grant Medical College in Bombay, on Bacteriology.

### "THE CHEMICAL BASIS OF PHARMACOLOGY."

Pharmacology, like any science, is merely descriptive. It does not explain. It is interesting to note, therefore, that Francis Francis, D.Sc., Ph.D., and J. M. Fortescue-Brickdale, M.A., M.D., have published a book which really serves to tell how drugs act. It is entitled "The Chemical Basis of Pharmacology."

The advent of this book is not surprising. It is generally admitted that medicine must look to chemistry for the explanation of drug action. The effects of drugs on the living cell present problems which are fundamentally chemical.

"The Chemical Basis of Pharmacology," as the name indicates, endeavors to study the action of medicinal products from a chemical view-point. It shows how a given drug is absorbed, converted, and eliminated by the cell. Frequently, chemical equations are presented to show the way in which medicinal chemicals bring about definite physiological action.

This book may be had from Messrs. Longmans, Green & Co., 91-93 5th Avenue, New York. It has 372 pages and costs \$4.00 net.

### "AN AID TO MATERIA MEDICA."

This book, written by Robert H. M. Dawbarn, M.D., has recently been revised and enlarged through the efforts of Eden V. Delphey, M.D. It aims to present, in brief space and tabular form, all the drugs and preparations recognized by the present Pharmacopœia, with their doses expressed in both apothecaries' and metric systems; also the exact composition and strength of all preparations. Synonyms, pronunciation, and in the case of drugs of vegetable origin the derivation (as plant, shrub, tree) and habitat, are given. A table of solubilities of chemicals in water and alcohol has been included. This book is published by The Macmillan

Company, 66 Fifth Avenue, New York City. It contains 338 pages and costs \$1.75 net. The medical student and the practicing physician will both find it a helpful guide.

### "THE PHARMACOPOEIA AND THE PHYSICIAN."

The second edition of this useful handbook has now been published by the American Medical Association. It is pretty generally understood by this time that the object of the volume is to interpret the Pharmacopœia to the physician. The medicaments described in the U. S. P. are arranged into classes according to their therapeutic employment, and are so discussed and presented as to make the subject-matter of interest and practical profit to the practitioner. The compilers of the book are Robert A. Hatcher, Ph.G., M.D., and Martin I. Wilbert, Ph.M. The volume may be procured at the headquarters of the A. M. A. in Chicago. The early appearance of a second edition indicates the interest which the work has excited among the physicians of the country.

## QUERIES.

*Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

### *Determining the Percentage Composition to be Stated on the Label.*

S. S. E. has sent us a communication raising a question about labeling a toothache preparation of the following formula, as required by the food and drugs act:

Chloroform .....	1 ounce.
Powdered opium .....	1 drachm.
Oil of cloves .....	½ ounce av.
Powdered myrrh .....	4 drachms.
Alcohol .....	6 fluidounces.

It is difficult to determine the exact composition of this preparation because the powdered drugs are filtered out and some of the liquid is left in the residue.

We take it that the yield is 57.3 fluidrachms. We determine this figure by adding together 48 fluidrachms of alcohol, 4 fluidrachms of oil of cloves, and 5.3 fluidrachms of chloroform. One may arrive at the volume of chloroform by dividing 8 by 1.5, the latter figure being the specific gravity of chloroform.

To determine the percentage of alcohol we divide 48 (the number of drachms used) by 57.3 (the number of drachms in the final product) and multiply the result by 0.95, since the alcohol is only 95 per cent, and we must, according to the law, express the contents of that ingredient in terms of absolute alcohol. Consequently, 48 divided by 57.3 and multiplied by 0.95 equals the percentage of absolute alcohol, or 79.5 per cent.

Assuming that the volume of chloroform in the formula is 5.3 fluidrachms, we multiply 5.3 by 60 and divide by 7.16



(the number of ounces in the finished product) to determine the number of minims of chloroform in each fluidounce. The result is 44.4 minims of chloroform to the fluidounce.

There are 60 grains of opium in 7.16 ounces of the preparation. Therefore in each ounce there will be 8.3 grains of opium.

In these comments we are endeavoring to indicate the system by which a druggist may determine percentages of alcohol, chloroform, and opium in any mixture. It is obvious that the determinations must vary with the quantity of the yield of the finished product. Consequently if there be any discrepancies between the querist's calculations and our own, they may be attributed directly to the different quantities which we take for the yield.

An error of 1 per cent is allowed in stating the alcoholic content. No descriptive matter should appear between the title and the percentages on the label.

#### *Mr. Cooban's Skin Food Under Criticism.*

F. W. R. takes exception to a skin-food formula which appeared in this department of the March BULLETIN. It was contributed to this journal originally by Mr. Cooban and reads as follows:

Spermaceti .....	1/2 ounce.
White wax .....	1/2 ounce.
Oil of sweet almond.....	2 fluidounces.
Lanolin .....	1 ounce.
Cocanut oil .....	1 ounce.
Orange-flower water .....	1 fluidounce.
Tincture of benzoin.....	3 drops.

Melt the first five ingredients in a porcelain bath, remove the mixture from the fire, add the tincture of benzoin and orange-flower water, and beat the preparation until it is cold. It will be uniformly smooth and creamy. A few drops of oil of neroli improves the odor and will be found of advantage.

F. W. R. contends that a formula containing white wax and spermaceti is objectionable on the ground that these two ingredients are not absorbable. Thereupon he proceeds to pooh-pooh the idea of using such a base in a skin food.

On referring these criticisms to Mr. Cooban he favored us with the following reply: "Your correspondent is unduly excited. Our formula for skin food is that of a beauty specialist in Chicago, and there is probably more of it used than of any other half-dozen creams on the market. I did not claim that the formula was original, but published it as Madame Qui Vive's.

"The wax and spermaceti are not absorbed, but they do not prevent the absorption of the other ingredients, and they therefore serve their purpose in making a satisfactory preparation.

"Wax has been used in combination with various oils and fats as unguents for carrying medicinal agents to be absorbed by the skin by inunction since the second century, and it produces results, too!

"I showed the objections of your correspondent to a specialist on skin diseases in Northwestern University. He could not agree with him. The gentleman's objections are ingenious, but will not hold."

#### *Liquor Conditions in North Dakota.*

A. C., a North Dakota druggist, complains that he has been forced to fill liquor prescriptions against his own will because the customer presented a prescription for "spirit frumenti" from the local doctor.

Replying to A. C. we borrow the following comments on the subject from the *Northwestern Druggist*.

Judge Engerud, of Fargo, ex-associate judge of the Supreme Court, gives the opinion that it would be unlawful for a druggist to fill a prescription containing alcohol or any intoxicating liquor, unless the druggist had a regular permit for the sale of liquor for medicinal purposes:

"Under the prohibition laws of this State intoxicating liquor cannot be legally sold to any one, under any possible circumstances, other than for medicinal, mechanical, or sacramental purposes. Intoxicating liquor cannot be sold even for medicinal, mechanical, or sacramental purposes, unless the seller has received a permit to do so in accordance with the statutes in that regard. The only person who can receive a permit is a registered pharmacist, who is an actual bona-fide proprietor of a drug store. The permit authorizes the sale for medicinal, mechanical, and sacramental purposes and no other.

"Intoxicating liquor cannot be furnished by a physician or upon the prescription of a physician, except by a person holding a druggist's permit. It would be just as unlawful for a druggist without a permit or a physician to furnish liquor to



[Drawn for the BULLETIN by W. A. Humphries.]

OIL, FIE!

An apprentice whose name was Paul Pry  
Said "I can't even learn when I try.  
Now look at this jar!  
It says what it are,  
But the boss says it's labeled a lye."

—FRANK FARRINGTON.



THREE N. A. R. D. SNAPSHOTS.—The N. A. R. D. groups which we have been reproducing in recent issues of the BULLETIN have attracted considerable interest, and we are showing three more of them this month. For the present ones we are indebted to Col. John W. Lowe, of Boston, who was one of the camera fiends at the Chicago convention last September. It will be evident, however, that Colonel Lowe must occasionally have gotten some one else to push the button! The first picture shows the New York State delegation on board the steamer on Lake Michigan.

any person for medicinal or mechanical purposes on the prescription of a physician as it would be to sell it under the same circumstances without such prescription."

#### *A Non-greasy Toilet Cream.*

P. A. K.—*The Apothecary* offers a formula for a good absorbent cream which will not roll out. It is light, creamy, and fluffy, and can be prepared according to the following formula:

Stearic acid (pure).....	30 Gm.
Cacao butter .....	5 Gm.
Sodium carbonate .....	20 Gm.
Powdered borax .....	5 Gm.
Glycerin .....	25 Cc.
Water .....	400 Cc.
Mucilage of acacia.....	100 Cc.

Dissolve the salts in the water and add the solution, together with the glycerin and the mucilage, to the stearic acid and the cacao butter. Heat on a water-bath until effervescence ceases, stirring constantly until the mass begins to stiffen. Then, dissolve it in the following mixture:

Alcohol .....	30 Cc.
Terpineol (oil of lilac).....	2 Cc.
Bitter almond oil.....	1 drop.
Oil of rose.....	10 drops.

With an egg beater beat up the cream to twice its volume. When it hardens, reapply heat and again beat up until it becomes fluffy and creamy.

It must be preserved in closely-fitting screw-top jars or wide-necked, cork-stoppered bottles, as the cream dries out quickly.

#### *The Color of Elixir Iron, Quinine and Strychnine Phosphate, U. S. P.*

F. M. P. submits the following query: "Is the formula for elixir iron, quinine and strychnine phosphate, U. S. P., faulty? After following the directions carefully, I secure a perfect elixir in every respect except the color, which is brown instead of green. Can the green color be expected if the solution of iron phosphate be completely neutralized?"

This preparation should be a bright green when freshly made. If too much ammonia be used in neutralizing, the elixir will be dark. It is difficult to make the adjustment accurately, because the elixir itself has an effect upon litmus paper that suggests free acid when the solution is really alkaline. It is better to depend upon the color and solubility of the elixir itself than upon litmus paper in regulating the amount of ammonia. On standing the elixir will darken.

#### *Fruit Sundaes.*

L. D. S.—We reproduce a number of formulas for soda-fountain drinks which are general favorites. They appeared originally in the *American Druggist*:

##### CHOCOLATE FRUIT SUNDAE.

Strawberry syrup, 10 ounces; vanilla syrup, 10 ounces; raspberry syrup, 8 ounces; chocolate syrup, 4 ounces. Pour a ladle of this sauce over plain ice cream.

##### NUT SALAD SUNDAE.

Chop 1 pound of mixed nuts and add 10 ounces of crushed strawberry and 10 ounces of crushed pineapple sauce. Pour the mixture over plain ice cream.

##### BOSTON DESSERT.

Peanuts, finely chopped.....6 ounces.  
Cocoanut, shredded.....3 ounces.  
Maple syrup.....6 pints.

Color dark with caramel. Serve over ice cream.

##### OPERA DESSERT.

Ice cream.....1 dish.  
Maraschino cherries.  
Whipped cream.  
Maple syrup.

##### MOCHA SUNDAE.

Ice cream.....1 dish.  
Chopped hickory nuts.  
Mocha coffee syrup.  
Maraschino cherries.

##### CREAM DESSERT.

The most delicious dessert ever served is made as follows:

Brazil nuts.....4 ounces.  
English walnuts.....6 ounces.  
Pecans.....4 ounces.

Chop the kernels finely together; sprinkle them over ice cream; add ladles of whipped cream, maple syrup, and two cherries.



THREE N. A. R. D. SNAPSHOTS.—These three men will be readily recognized. Colonel Lowe himself, unfortunately somewhat under a cloud, sits at the left. Retiring president Charles F. Mann, of Detroit, is in the center, while the figure at the right is Louis Emanuel, of Pittsburg, treasurer of the N. A. R. D.

*Novel Soda Drinks.*

J. C. W.—Here are a number of unique and unusual soda drinks which may serve your purpose:

**BIMBO FLIP.**

Strawberry syrup .....	1½ fluidounces.
Ginger syrup .....	1 fluidounce.
Lime juice .....	¼ fluidounce.
Egg .....	1.

Prepare and serve like other egg drinks.

**BISQUE SYRUP.**

Roasted almonds .....	4 ounces av.
Extract of vanilla.....	½ fluidrachm.
Soda syrup .....	32 fluidounces.

Break up the almonds to coarse powder, boil for a few minutes with about 8 ounces of the syrup, allow to cool, strain, and add the extract and the remainder of the syrup.

This is to be served in 12-ounce glasses with or without ice cream.

**ICE-CREAM SHAKE.**

Marshmallow syrup .....	1 fluidounce.
Egg .....	1
Ice cream .....	1 ounce.

Shake together in a shaker, or glass and shaker, strain into a 12-ounce glass, nearly fill the latter with the coarse stream of carbonated water, and "finish" with the fine stream.

**IDLEWILD.**

Strawberry syrup .....	10 fluidounces.
Orange syrup .....	10 fluidounces.
Pineapple syrup .....	10 fluidounces.
Lemon juice .....	2 fluidounces.

Draw 1½ ounces of this into a 12-ounce glass filled one-third with shaved ice, then fill the glass with the coarse stream of carbonated water, add a few strawberries, a slice of pineapple and a slice of orange, and serve with straws.

*Comedones or Blackheads.*

J. C. D.—The remedy which seems to enjoy the greatest reputation for the treatment of blackheads is sulphur in some form, as:

Sulphur .....	1 drachm.
Glycerin .....	1 drachm.
Cold cream .....	1 ounce.

Mix. To be applied freely every night, short of causing pain or inflammation.

A lotion which we find recommended is the following:

Precipitated sulphur .....	2 drachms.
Camphor .....	10 grains.
Gum arabic .....	20 grains.
Lime-water .....	2 ounces.
Rose-water .....	2 ounces.

Mix. Shake the bottle and apply at bedtime, and in the morning remove the sulphur without wetting the skin.

The use of any remedy must be stopped if it inflames the skin, and begun again when the inflammation subsides. While this irritation continues the person should wash with ichthyol soap. Regulation of the bowels should not be overlooked. Internal medication is sometimes necessary.

*The Treatment of Tuberculosis.*

R. S. W.—In the treatment of consumption there has been a decided tendency on the part of the profession to use fewer and fewer drugs. Plenty of fresh air and hygienic living have supplanted medication for the most part. Creosote is still used to some extent, and tuberculin is employed for the purpose. We can find no information about a method of treating consumption by passing oxygen into the lungs by means of an instrument or outfit constructed for the purpose.

*A Difficult White Liniment.*

W. H. T. has evidently arrived at the conclusion that making white liniment is something of a trick. He writes: "Will you please tell me how to mix the following formula:

Gum camphor .....	1 ounce.
Chloroform .....	1 ounce.
Spirit of ammonia.....	1 ounce.
Sweet oil .....	1 ounce.
Spirit of turpentine.....	1 ounce.

"Why do I not secure the same result at all times when I make the preparation by one process?"

You can overcome the trouble by substituting ten-per-cent ammonia water for the spirit of ammonia. Saponify the sweet oil with the ammonia. Dissolve the camphor in the chloroform, and add this and the turpentine in portions to the mixture of sweet oil and ammonia. Follow these directions and the resulting liniment will not vary.

*Keeping a Crude Drug Free from Insects.*

F. W. B. writes: "I am annoyed by the presence of insects in my crocus. What can you suggest?"

Murphy Williams, Corsicana, Texas, published a method of overcoming this difficulty, in our department of "Dollar Ideas," July, 1907. He had been worried for years trying to keep insects out of various drugs. Finally, Mr. Murphy tried the following scheme with good results: Once a month, regularly, pour a few drops of chloroform into each container of crude drugs. This procedure is inexpensive and kills the insects without injuring the goods. Mr. Murphy makes a note on his calendar, and does the chloroforming regularly on the 15th of each month.

*A Test for Methyl Salicylate.*

F. M. P.—The first few lines on page 291 of the U. S. P., 8th Revision, have been corrected to read as follows: "If to 1 Cc. of Methyl Salicylate contained in a capacious test-



THREE N. A. R. D. SNAPSHOTS.—Here we have Colonel Lowe and William Hardie, secretary of the local association in Fall River, Mass. Messrs. Lowe and Hardie were probably listening to the sad sea waves.

tube, 10 Cc. of potassium hydroxide T. S. be added, and the mixture agitated, a clear, colorless, or faintly yellowish solution should result without the separation of any oily drops, etc."

#### *A Strange Difficulty.*

F. M. P. writes: "Should a mixture of  $2\frac{1}{2}$  per cent of spirit of glonoin in sugar of milk be dry, damp, sticky, or actually wet? I have seen quantities of this preparation where the mass had almost liquefied. If the mixture be dried out, will the preparation lose strength?"

Since milk-sugar is practically insoluble in alcohol, a mixture of this sugar with spirit of glonoin should not be very sticky and never "almost liquefied" in any proportion. A  $2\frac{1}{2}$ -per-cent mixture might be damp, but if it were sticky or soft we should suspect the spirit. Nitroglycerin is not volatile, so there would be no loss on drying.

#### *Lip Salve.*

J. C. D.—Try the following formula:

White wax .....	$1\frac{1}{2}$ ounces.
Almond oil .....	3 ounces.
Carmine .....	6 grains.
Otto of rose.....	6 minims.

Melt the oil and wax together, dissolve the carmine in just enough solution of ammonia, and mix these ingredients in a warm mortar. Stir constantly until the salve sets, adding the otto toward the end of the process.

This mixture may be cast into sticks before setting if desired.

#### *Foreign Crystals Observed in Assaying Tincture of Opium.*

F. M. P. writes as follows: "In assaying tincture of opium by the U. S. P. method, I occasionally have a sample which gives me small crystals which are insoluble in lime-water. Can you tell what they are?"

It is pretty hard for us to tell exactly what the crystals in question consist of. They may be due to the presence of alkaloids other than morphine, such as narcotine. Calcium meconate, too, sometimes comes down in this form.

#### *Heave Powder.*

E. P. M. wants a formula for a heave powder. We suggest the following:

Rosin weed .....	100 parts.
Lobelia .....	100 parts.
Elecampane root .....	100 parts.
Sodium sulphate .....	100 parts.
Gentian root .....	30 parts.
Bloodroot .....	30 parts.
Tartar emetic .....	10 parts.
Conium maculatum .....	30 parts.
Alum .....	50 parts.
Fenugreek .....	50 parts.
Linseed .....	150 parts.

#### *Fly-bane for Cattle.*

E. P. M.—One of our correspondents has found the following formula an excellent one to keep flies off horses and cattle:

Oil of pennyroyal.....	4 drachms.
Oil of lavender.....	2 drachms.
Carbolic acid .....	1 drachm.
Fish oil enough to make.....	1 pint.

See also the formula given in the department of "Dollar Ideas" in this issue of the BULLETIN.

#### *Whitening Canvas Shoes.*

S. D. C. wants a cleaner for white canvas shoes. The following is said to be satisfactory:

Pipe clay .....	16 ounces.
Spanish whiting .....	8 ounces.
Flake white .....	6 ounces.
Precipitated chalk .....	4 ounces.
Powdered tragacanth .....	2 drachms.
Carbolic acid .....	2 drachms.
Water.....	q. s. to make a thick paste.

Mix the powders and then add enough water to make a thick paste or cream.

#### *Coloring Cacao Butter.*

W. E. F. writes as follows: "Would you please give me the best formula for coloring cacao butter scarlet-red and light green? I have tried several agents without success."

We suggest "oil red" and "oil soluble chlorophyll" respectively. These dyes ought to serve the purpose very well. They can be procured of a jobber or a wholesale dye house.

#### *Mercuric Chloride Percentage Solution.*

Owing to a typographical error in this department of the May BULLETIN, the quantity of salt in 16 ounces of a 1:5000 solution of mercuric chloride was given as 15.36 instead of 1.536 grains, the decimal point by accident having been put in the wrong place.

#### *A Powerful Detergent.*

L. J. S.—John Blamey, of Falmouth, England, contributed a good formula for removing grease, stains, and dirt from the hands to our department of "Dollar Ideas." It appeared in the February BULLETIN, on page 72.

#### *An Animal Insecticide.*

E. P. M.—Compound solution of cresol, U. S. P., is sold as an insecticide. Diluted with sixty parts of water, it will destroy lice and other parasites on dogs and horses without injuring the animals.

#### *A Hot Liniment.*

G. P.—Try the following formula. If not sufficiently irritant for your purpose add more capsicum:

Tincture of capsicum.....	8 fluidounces.
Water of ammonia.....	8 ounces.
Soap liniment.....	16 ounces.

#### *Short Answers.*

H. A. C.—A formula for a dry shampoo appeared on page 42 of the BULLETIN for January, 1908. A formula for a cold cream which vanishes quickly and leaves no greasy surface will be found on page 528 of the BULLETIN for December, 1907. Another recipe appears in this department of the present issue.

F. F. C.—Your question regarding some trouble in the manufacture of a zinc oxide ointment was answered on page 219 of the May BULLETIN.

S. P.—Potassium iodide and mercuric iodide should be soluble in 20-per-cent alcohol unless the quantity of salts present be unusually large.

F. M. W.—Bismuth subgallate has proved very useful in the treatment of moist eczema.

# BULLETIN OF PHARMACY

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## THE MONTH'S HISTORY.

### WITH THE STATE ASSOCIATIONS.

June and July are the favorite months for the State pharmaceutical associations, and many of these bodies have held their annual conventions during the last few weeks. It is foreign to the nature and scope of the BULLETIN to go into details regarding news events of this kind, and in lieu of this we may touch briefly upon some of the more important features of the various gatherings. It may be said in general that the subjects most often discussed have been pure food and drug legislation, the N. F. and U. S. P. propaganda, educational questions, anti-narcotic statutes, and the liquor situation presented by the recent growth of the temperance movement. Regarding educational matters, for instance, a resolution was passed at the Louisi-

ana meeting favoring an amendment to the State pharmacy law making graduation from a recognized college of pharmacy a prerequisite to examination by the State board. The Illinois convention went a step farther and issued definite instructions to its legislative committee to prepare a bill for introduction at the next session of the legislature, so amending the pharmacy law as to make graduation a compulsory prerequisite. Both the Chicago branch of the A. Ph. A. and the Chicago Retail Druggists' Association had previously approved of such an amendment; the Board of Pharmacy is declared to be heartily in favor of it; and there seems little doubt therefore that Illinois will soon place itself alongside New York, Pennsylvania, and Hawaii in the vanguard of this educational movement.

* * *

### THE ASSOCIATIONS AND THE PURE DRUG LAWS.

In discussing the subject of pure food and drug laws, many of the associations have taken the position that pharmacy ought in some way to be represented in the administration of such measures. President W. M. Searby, of the California association, declared in his annual address that the State Board of Pharmacy instead of the State Board of Health should be given charge of all laws affecting pharmacy, for the reason that it is much more familiar with the subject-matter involved. At the New Jersey meeting it was quite generally believed that the next vacancy on the State Board of Health ought to be filled by the appointment of a pharmacist, and a request to this effect will doubtless be presented to the governor. In Louisiana, where an arbitrary board of health has issued rules and regulations of the most drastic nature, the State association decided to appeal to the legislature to have the enforcement of the pure food and drug law placed in the hands of a special commission composed of two physicians, two pharmacists, one analytical chemist, one grocer, and the president of the State Board of Health as ex-officio president. We may say in passing that

the newly-enacted food and drug law in Rhode Island is to be enforced by a special commission of three, and that the governor has already appointed two pharmacists and one grocer to form this body.

* * *

**THE ASSOCIATIONS AND OTHER LEGISLATION.**

Passing on to take up other subjects of a legislative nature, we observe that the Missouri association indorsed the A. Ph. A. model pharmacy law and also decided that reregistration is the most important legislative need of the State. The California association favored an amendment to the State anti-narcotic law prohibiting the refilling of prescriptions calling for morphine, cocaine, codeine, and opium. The New Jersey association, realizing the defects in the anti-narcotic law enacted a few months ago, which restricts the sale only of "morphine" and "opium," voted in favor of an amendment having the salts and preparations of these substances included within the scope of the act. In Idaho the pharmacists expressed their indignation over the action of the Food and Dairy Commissioner in tabooing the use of sodium benzoate as a preservative: it was declared that this chemical, when used only to the extent of one-tenth of one per cent, was perfectly harmless on the one hand, and on the other was frequently an absolute necessity. The Idaho pharmacists, however, asserted with equal force that formaldehyde was a preservative which ought not to be tolerated. At the California meeting it was decided to seek an amendment to the State poison laws restricting the sale of carbolic acid in solutions greater than five per cent in strength unless mixed with grain alcohol, the latter acting as an antidote to the poison.

* * *

**THE ASSOCIATIONS AND THE LIQUOR QUESTION.**

One of the most timely and important subjects discussed by the State associations this year, however, is that referring to the embarrassing position in which pharmacy finds itself as the result of the remarkable growth in the United States of the temperance and local option movement. In Alabama, for instance, where the whole State has voted prohibition, pharmacists have here and there been charged with attempting to extract profit from the situation by the sale of "near beers" at the soda fountain. So much under suspicion are some druggists in the State, indeed, that "comic" postcards have been widely sold containing a picture

and bearing the following legend: "Good-bye, little barroom; don't you cry; you'll be a drug store by and by." The Alabama pharmacists, gathered in State convention, vigorously resented flings and attacks of this character, pledged the support of the association in the enforcement of the laws of the State, and passed a resolution reading as follows:

*Whereas*, There are a number of beverages or "near beers" being sold since the passage of the State prohibition law as substitutes for or to take the place of beer; and *whereas*, we do not think the sale or serving of such beverages is in harmony with the law; therefore be it

*Resolved*, That this Association puts itself on record as being unalterably opposed to the sale or serving of such beers.

* * *

**THE LIQUOR ISSUE IN IDAHO.**

The liquor question was, in the vocabulary of Mr. Bryan, the "paramount issue" at the annual convention of the Idaho Pharmaceutical Association. It was discussed throughout the greater part of two sessions, and we find the debate reported upon at great length in the local papers. That the very firm and commendable position taken by the convention, and supported with praise by the newspapers, has gone far to place the pharmacists of Idaho right before the public, cannot be questioned. Heretofore, unfortunately, the liquor law of Idaho has compelled druggists to pay annual licenses of \$200, and in order to recompense themselves for such an expenditure many of them have felt constrained to sell liquor for other than strictly legitimate and medicinal purposes. It was agreed by the convention that this was all wrong, and the upshot of the entire discussion was the passage of a resolution instructing the legislative committee to use its best efforts to have the legislature provide that in the future "no licenses be issued to druggists for the sale of intoxicating liquors." The purpose of this is to do away with the license fee entirely, to sell liquor for purely medicinal purposes only, and if necessary to restrict the sale to physicians' prescriptions.

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**TRADE CONDITIONS IN ILLINOIS.**

At the Illinois meeting a very interesting report was rendered by Mr. Bodemann, chairman of the Trade Interests Committee. Among other things, classified answers were presented to a number of queries which had been sent out to pharmacists in the State. To the question, "Have you organized



a U. S. P. and N. F. propaganda?" 5 replied "Yes" and 34 "No," thus suggesting that the movement is pretty well confined to the larger places and is not very general throughout the State. To the question, "Do druggists sell medical supplies to doctors?" there were 12 yeas and 14 noes, implying that at least some pharmacists realize the opportunity presented them to furnish physicians with medicaments even if they insist on dispensing instead of prescribing them. Twenty-six pharmacists asserted that they used the N. A. R. D. price mark for prescriptions, while 21 said they did not. One of the questions touched upon the important matter of establishing uniform prices on counter goods: 16 druggists replied that their local association had taken action in this direction, while 17 answered that nothing of the kind had been attempted. Asked about the attendance at their local meetings, 10 said it was good, 16 bad, and 9 fair. Three pharmacists declared that they sold morphine to "any extent," 16 to "a small extent," and 28 refused to sell the substance altogether.* Thirty-six believed that the law prohibiting the sale of liquor by the drink was lived up to; 12 thought it was not.

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#### NEW FOOD AND DRUG LEGISLATION.

Passing on now from the foregoing consideration of the various State conventions of the past few weeks, and taking up the subject of food and drug legislation in general, we may report that Governor Hughes of New York has greatly angered the pharmacists of the State by his refusal to sign the Whitney act. His excuse is based upon the opposition to the measure of the "New York State General Committee for Safeguarding the sale of Narcotics." New York, therefore, is still without a food and drug law based upon the Federal act. The New Jersey pharmacists succeeded this year in satisfactorily amending the State law passed a year ago. The enactment of a law in Ohio has already been referred to in the BULLETIN, and we may add that the measure exempts prescriptions and N. F. and U. S. P. preparations from the labeling clause. The Ohio statute also declares any medicine to be adulterated which contains methyl alcohol. The Rhode Island legislature has enacted a food and drug law, and, as we have re-

marked in one of the foregoing paragraphs, the enforcement of the act is placed in the hands of a commission of three, to which the governor has appointed two pharmacists and a wholesale grocer. The Rhode Island law differs in some respects from the Federal act. The labeling clause, for instance, is made to affect only proprietary and patent medicines and foods, and such preparations are exempted, furthermore, as were in the possession of dealers within the State at the time the law went into effect.

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#### NEW GOVERNMENT PROSECUTIONS.

It is evident that the national government is prepared to proceed pretty systematically and vigorously with the enforcement of the Federal food and drugs act. The Harper case, as our readers know, has been appealed by Mr. Harper, but in the meantime the government has brought action in two or three other cases. Thus a druggist in Washington by the name of Roach Abell has been arrested for selling a "catarrh snuff" containing cocaine hydrochloride without mentioning the content of narcotic on the label. In Cincinnati a suit has been brought by the government against a manufacturing house for the sale of a product known as "American Vanilla Flavor" made from vanillin and artificially colored with caramel to simulate genuine vanilla extract. The contention in this case, of course, was that while the product itself was innocent of harm, it should have been so labeled as not to deceive the purchaser into thinking that he was getting a true vanilla flavor. The question was merely one of honest labeling. The defendant declared that it was all a mistake, and that the labels had gotten mixed in the finishing room. Under the circumstances he was let off with a low fine. The government is said to have several hundred cases up its sleeve of one kind and another.

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#### INTERPRETING THE FEDERAL ACT.

In the meantime two or three recent rulings have emanated from Washington with reference to the Federal act. After January 1, 1909, no foods greened with copper salts will be salable in the United States, and in the interim products containing these salts must state the fact on the label. What practically amounts to a ruling is also found in "Notice of Judgment No. 1," under the food and drugs act. This notice states that 135 barrels of a

*The anti-cocaine law in Illinois does not restrict the sale of morphine—a grave omission.

substance labeled "Apple Cider" have been legally condemned in court because the product "involved the practice of adding sugar to the natural juices of the fruit for the purpose of increasing the alcoholic content." The much-mooted question with reference to the use of preservatives will probably not be settled within a year or two. Dr. Taylor, the California member of the new committee of chemical experts appointed by President Roosevelt, will spend some months in Europe studying the use of sodium benzoate and other preservatives, and in the meantime experimentation in the physiological effects of sulphur dioxide is in progress at four or five different laboratories. Some of these questions have thus been taken out of the hands of Dr. Wiley for determination, and this has given rise to speculation of one kind and another.

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#### STANDARDIZING THE ILLINOIS COLLEGES.

The pharmacy law of Illinois grants the State Board of Pharmacy power to give candidates for registration "experience" credit for the time spent in attending "approved schools of pharmacy." This puts it up to the board to decide as to what schools shall be considered "approved." The last annual report of the board, recently published, contains the announcement that the following rules and regulations have been adopted concerning the recognition of schools of pharmacy:

1. The school must be a legally incorporated or chartered educational institution or a department governed by such an institution.

2. It must possess an equipment of furniture, fixtures, apparatus, books and materials for its pharmaceutical course to the value of not less than \$5000.

3. It must give reasonably adequate courses of instruction in the subjects usually taught in pharmaceutical schools, which subjects shall include at least pharmacy, chemistry and materia medica.

4. It must have not less than three teachers, of sufficient education, special training and experience, and at least one of these teachers shall have had not less than five years' experience in pharmacy.

5. The obligatory courses for graduation shall include not less than 500 hours of lectures and recitations, and not less than 600 hours of laboratory instruction, and shall extend over two annual sessions of at least twenty-five weeks each.

6. The courses of instruction must be given in proper logical sequence, according to approved educational methods.

7. After July 1, 1908, the entrance requirements shall include a preliminary general education of not less than one year of satisfactorily completed high school work or its full educational equivalent of studies of similar grade in academies or other schools or colleges.

8. Only schools maintaining day sessions are recognized.

Other State boards of pharmacy have taken similar action during the last few years, and it is abundantly evident that opportunity is thus provided the boards to provoke an elevation of educational standards. The requirements given in the foregoing schedule by the Illinois board are practically those laid down by the American Conference of Pharmaceutical Faculties.

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#### DECISIONS ON THE CONTRACT PLAN.

Two or three important court decisions, recently rendered, are a little unwelcome to those who believe that the contract plan of distributing goods offers an effective solution of the cut-rate evil. In two instances R. H. Macy & Co., the department store people in New York, were the defendants, and the Supreme Court of the United States declared in effect that publishers of books are not permitted by virtue of their copyright privileges to stipulate that such books shall not be sold by the retailer below a given price, nor can they control the price at which retailers shall sell certain books during a specified period. In the United States Court of Appeals, sitting in Cincinnati, the Dr. Miles Medical Co. was given another setback in its suit against the J. D. Park & Sons Co. for obtaining Miles goods from "contractual agents" by indirection and selling them at prices less than those specified by the manufacturers in their contracts. The court held on appeal that the system employed by Miles created a monopoly and could be supported under neither the common nor the statutory laws of the United States. The Miles Company will appeal the case to the United States Supreme Court. In all three cases, be it understood, the manufacturers sought to have "the contract follow the goods." The validity of a contract made directly with the first purchaser was apparently not involved.

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#### ANTI-NARCOTIC CONDITIONS.

Druggists who sell cocaine and other narcotics in violation of law have recently had a few bad half hours. One in Little Rock, Ark., was fined \$100 and costs by the court. Another, in Baltimore, narrowly escaped prosecution for offering a bribe to an official charged with the enforcement of the anti-narcotic law. In California the State Board of Pharmacy is waging a vigorous campaign against violators of the State law—and so it goes in many

other States and localities. The Province of Ontario, Canada, has recently enacted a rigid anti-cocaine measure restricting the sale of the drug to physicians' prescriptions, prohibiting their repetition, and imposing certain other restrictions. In the meantime the "rider" attached to the postoffice appropriation bill passed by the National Congress, and indirectly forbidding the transportation by mail of cocaine and its derivatives, is expected to assist in the success of the anti-narcotic movement by preventing the mailing of cocaine from one State into another—an action which cannot be punished under the separate State laws.

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**THE A. M. A.** The annual meeting of the American Medical Association, held in Chicago last month, was a record

breaker. The registration of delegates and visitors mounted up to the surprising figure of 7000, and compared very favorably with the great quadrennial Republican convention held in the same city later in the month. It is in the Section on Pharmacology and Therapeutics where pharmaceutical interest centers. Papers were read before this Section on the U. S. P. and N. F. propaganda and on the relations generally existing between pharmacists and physicians. Professor Remington delivered an address as chairman of the A. Ph. A. delegation. The secretary of the Section has for many years been Prof. C. S. N. Hallberg, of pharmaceutical fame, and this year pharmacy gained further recognition in the election to the chairmanship of Dr. Reid Hunt, a well-known member of the A. Ph. A. Dr. Hunt is chief of the Division of Pharmacology in the Hygienic Laboratory of the Public Health and Marine Hospital Service in Washington.

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**N. A. R. D.  
POLICIES.**

The Atlantic City meeting of the N. A. R. D. draws on apace, and in the meantime issues and policies are being discussed by some of the local associations. The Philadelphia association, fearing that an attempt might be made at the coming convention to commit the N. A. R. D. to some commercial entanglement which would be unwise, adopted the following resolution unanimously at a recent meeting:

*Whereas*, The N. A. R. D. was organized in 1898 for promoting the professional and commercial interests of our profession; and

*Whereas*, The success of the movement and the growth of

the organization having exceeded the expectations of the organizers; and,

*Whereas*, We are now confronted by the cupidity of certain commercial interests that are endeavoring to foist upon our parent organization commercial issues which we believe would be detrimental to the success of our national organization; therefore, be it

*Resolved*, By the P. A. R. D., in regular session assembled, that we deprecate this proposed innovation in the methods of our national association and hereby enter our solemn protest against the amalgamation with any manufacturing plant or buying club; and, be it further

*Resolved*, That we believe the best interests of the retail druggist will be more fully subserved by keeping our national association free from any commercial entanglements, conducting it solely along the lines proposed at its organization.

The Atlantic City meeting will be held during the week of September 16 at the Royal Palace Hotel, which will be the headquarters of the association. In the immediate vicinity are numerous other houses, and many of them have made special rates for N. A. R. D. delegates and visitors—notably the St. Charles, the Westmont, the Dorean, the Raleigh, the Chalfonte, and Young's.

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**INVESTIGATIONS  
IN KENTUCKY.**

During the last year or two the Kentucky Board of Pharmacy has employed an inspector and has sought to enforce the anti-narcotic and pharmacy laws in an efficient manner. From the recent annual report of the board it appears, among other things, that during the year the inspector called for 968 poisons, narcotics, drugs, etc., in drug stores throughout the State. Sales were made on 276 occasions and refused in the remaining 692 cases. Of the 276 sales, 184 were in violation of the law, 36 were in strict compliance with it, and 56 were in partial compliance. In other words, 66.66 per cent of the sales of poisons and narcotics made to the inspector were illegal, 13.03 per cent were legal, and 20.27 per cent were in partial compliance with the statute. This being the first year of rigid enforcement, however, the Board made no attempt to prosecute violators except where a wilful and determined effort had been shown to ignore the law, and no warrants were issued at all until the druggist had been fully instructed regarding the statutes governing the conduct of drug stores. The Kentucky Board of Pharmacy deserves credit for the very efficient and considerate manner in which it has sought to enforce the several laws, and we may say that money for the purpose has been afforded by the enactment of a reregistration measure two or three years ago.

**A PHARMACEUTICAL PICNIC.**

Of unusual interest was the huge annual picnic given to its employees by Parke, Davis & Co. last month. The attendance was something over 5200—a considerable town population of itself! Two great excursion steamers, the *Tashmoo* and the *Greyhound*, were required to carry this community to a pleasure park up the river thirty miles from Detroit; and all of the transportation expenses, together with the day's time for the employees, were allowed by the firm. The Amusement Committee provided a remarkably ingenious circus with all of the attendant features, and prizes were liberally bestowed upon the winners of the various events. Not the least of the attractions was a clever side show, all of the performers in which, as in the circus, were P. D. employees. Several of the branch managers of the house came to Detroit for the occasion; a number of men holding prominent positions in the city government went along; and altogether the day was a memorable one.

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**POLITICS IN CHICAGO.**

The druggists of Chicago are determined to take part in the election of a governor this fall. Some of them fancy that the present occupant of the gubernatorial chair, Charles S. Deneen, has not been as considerate of pharmaceutical sensibilities as he might have been, and they are planning to give their vigorous support to Ex-Governor Yates, who is again a candidate for the highest office in the gift of the State. Several Yates druggists' clubs have been formed in various wards throughout Chicago, and we find among the officers such prominent names as W. K. Forsythe and Walter Gale.

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**HOW SHALL EBERT BE HONORED?**

President O. F. Fuller, of the Chicago Veteran Druggists' Association, reported at the recent annual meeting of the organization that the Ebert memorial fund, including the interest, now amounted to something like \$980. What shall be done with the money? Mr. Fuller remarked that the Ebert lot is not large enough to erect a monument on, although he thought an exchange of lots could be made if it should be decided to carry out the monument idea. Personally, however, he believed that the establishment of a scholarship would be more appropriate to the memory of Ebert, which

reminds us that the scholarship plan was suggested some months ago and was then held in abeyance pending the final settlement and disposition of the memorial fund. The BULLETIN is rather inclined to agree with President Fuller that a scholarship would be a much more fitting and permanent memorial to the memory of Ebert than a monument so located in the very nature of things that it would simply be one of many hundreds.

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The Board of Trustees of the U. S. P. announce that the Spanish edition of the Pharmacopœia will be ready for distribution now within a few months. The board held its annual meeting in Boston a few weeks ago, was liberally feted and dined by the local pharmaceutical bodies, and prior to adjournment elected Charles E. Dohme chairman of the board, Dr. Murray Galt Motter secretary, Prof. J. H. Beal chairman of the Executive Committee, and Dr. H. M. Whelpley chairman of the Auditing Committee.

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The Owl Drug Co., located on Sixth Avenue in New York, attained considerable prominence recently from having dispensed a mixture which was claimed to have caused the death of Senor Eraso, a wealthy Venezuelan planter. The coroner's jury, however, declared that though atropine had been found in the senor's stomach, it was absent from the druggist's mixture, and the Owl Drug Co. was therefore inferentially acquitted of any blame.

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One of the bills introduced this year into the National Congress provided that paint should hereafter be labeled honestly and correctly—which simply meant that the fundamental idea of the food and drugs act was to be extended to the manufacture and sale of paints.

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North Carolina is the most recent State to adopt prohibition. It will be the duty of all North Carolina pharmacists—as it will be the pleasure of most of them—to comply with the new conditions and make no effort to profit by the situation.

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The manufacturers of "Blackburn's Castor Oil Pills" have changed the name of their product to have it conform to the requirements laid down in the Federal food and drugs act. The new name of the preparation is "Casca Royal Pills."

## EDITORIAL.

### THE PROGRESS OF THE POST-CARD LINE.

A series of articles by different contributors has recently been running in the BULLETIN on the sale of post-cards. In view of the commercial importance of the line, we have decided to continue the series for two or three months longer. A contribution in this issue from the pen of F. G. Leslie will, for instance, be found very informing, and it may not be amiss to say that Mr. Leslie is the manager of one of the big Hegeman stores in New York City and has had a remarkable success in handling and selling souvenir cards. He attributes much of the progress of the store to post-card developments.

William G. Greenawalt, writing in the May BULLETIN, offered some practical suggestions on the methods of displaying cards. Mr. Greenawalt declared that post-cards had brought him many a customer for other things. They had been the means of advertising his store to an extent which, if effected in other ways, would have cost hundreds of dollars. There is no doubt that many people will stop to look at picture postals in a window where the usual trim might escape notice.

At present the post-card craze is world-wide. Even in Europe, where the institution is much older than in our country, there has been no abatement of interest in picture postals.

Mr. Leslie, writing in this issue, dwells on the business-getting value of post-cards. There is no questioning the publicity which comes to a pharmacy through their agency. They do bring people to the store. Mr. Leslie reviews the different makers of post-cards. Having had a wide experience in the selection and sale of the line, his observations will prove of real value to our readers. Avoiding "slow" sellers seems to be his every aim. Mr. Leslie largely attributes his success to well-chosen subjects.

There are articles which, while they enjoy some demand, only detract from the sale of something else in the store. In other words, they do not increase the total volume of sales. Not so with post-cards. Their effect is purely additive. They supplant nothing; they detract from nothing; and they bring much new business. This is just the kind of side-line which every wise merchant is looking for—goods which sell readily, turn over often, and

involve only a small outlay. Several of our contributors have declared that their post-card profits more than pay their rent.

We are glad to note one admission which is very generally made by our contributors. It pays to carry the better subjects if not the best. Cheap "comics" are tabooed. There has been a gradual movement toward superior views. By experience with the line the druggist's taste has been developed, and with his better selection has come a corresponding improvement in the demands of the people. Where they formerly hesitated at a five-cent card, they now pay 10, 15, and even 25 cents for a single subject. This statement may be a little strong, but there is no questioning the fact that the post-card business is being conducted on a higher plane than ever.

No artist considers souvenir cards beneath his dignity. The work of our best talent may now be found on views which are within the reach of any humble customer. The educational and esthetic influence which springs from such an institution is not to be underestimated. Post-cards do undoubtedly serve as a wholesome source of interest. No books of travel have done so much to acquaint us with the scenery in foreign countries, their style of architecture, and the appearance of their men and women. The very habits of distant peoples are brought home to us on the simple but ubiquitous post-card.

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### BUTTING THE MAIL-ORDER HOUSES.

The druggists throughout the country will not be pained to learn that the mail-order houses have been seriously affected by the financial situation. It is said that many of these concerns have experienced a heavy falling off in their business. It is an ill wind that blows no good, and we trust that the losses of the mail-order concerns will benefit the legitimate drug trade.

We have always deplored the inroads which these houses have made upon the retail druggists of the country. They have not only invaded the field of pharmaceutical specialties, but are even catering to prescription patronage. Thousands of prescriptions are sent annually to the mail-order companies which ought to be filled by the legitimate country pharmacist. Such a situation is lamentable. Think of one mail-order house doing a drug business of two million dollars a year! How many retail pharmacists, both clerks and proprietors, could make a living

from this patronage? Figuring the average sales at \$25 a day, a retail trade of two million dollars a year represents the business of 219 different pharmacies.

Let us hope that this condition of things will change. While these great octopi are suffering a depression, every country druggist should make the most of the opportunity to regain lost trade. The BULLETIN has from time to time published ways and means of fighting the mail-order houses. Let the druggist send out circular letters to customers whose loyalty he distrusts. Let him impress upon them the advantages of the local drug store. He can appeal to their feeling, yes, and to their sense of economy, too, by dwelling upon the superiority of his goods and the fairness of his charges.

When the devil is down every one is privileged to take a kick at him. So we say, now is the time to butt the mail-order houses. Get after the suspected customers and make those who have sent their business outside of the town feel the evil of their ways.

Not only, indeed, have the mail-order concerns been made to feel the industrial depression, but at least one of them—Sears, Roebuck & Co. of Chicago—has apparently been severely pinched by the operations of the Federal food and drugs act. This house announces its entire abandonment of the sale of patent and proprietary medicines, and the food and drug legislation of the last two or three years is generally ascribed as the reason for this change in policy. In the sale of sundries, side-lines, and a hundred and one things, however, the druggists of the country will still find this and other large mail-order concerns their competitors, and it behooves them to adopt and carry out an aggressive campaign.

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#### REGARDING NARCOTIC AND LIQUOR LAWS.

Students of the subject realize keenly that the legislative correction of liquor and narcotic evils is beset with many practical difficulties. This is no reason, of course, why we should cease our efforts to solve such problems, troublesome as the solution may be and difficult to find. Every social ill is remedied only after persistent trial and patient study.

Most anti-narcotic laws, and a few liquor acts as well, declare, for instance, that the pharmacist may sell the proscribed substances only on the presentation of physicians' prescriptions. In effect this

amounts to a vote of confidence on the part of society in the honor of American physicians, and in the vast majority of instances the confidence is well placed. But there are black sheep in the profession of medicine as in other callings; no occupation has a monopoly of virtue; and thus it happens occasionally that certain physicians in certain towns and cities do a thriving business in the prescribing of liquor and narcotics—for a consideration.

Sometimes, indeed, a physician who is also a pharmacist appreciates the strategic value of his dual position and grasps the opportunity with a shrewdness which would be admirable if more in accord with good morals. As a physician he writes the prescription. As a pharmacist he dispenses it. The right hand knoweth not what the left hand doeth, and the "patient" leaves the pharmacy in a happy frame of mind.

As we write, a case of this kind has attracted the attention of the authorities in a California city, and the ambidexterous individual involved seems likely to be put behind the bars and provided with an opportunity to think over his sins. That, in any event, he would look better in a cage can scarcely be doubted.

In the meantime, too, a case has been decided in Texas which is full of significance and hope. A "patient," it seems, told a physician how bad he felt, how nervous he was, what a headache he had, and how dreadfully broken up he was generally.

"How much whisky do you want?" queried the physician as he was writing out the prescription.

"A pint," was the reply, and the prescription was promptly handed over.

The prosecutor brought action for the offense, proved that the physician had not examined the "patient," and declared that he had not prescribed for the man in the proper and legal sense of the word at all. The court agreed and found the defendant guilty. The case was appealed, but the decision was affirmed by the Appellate Court, which held that a prescription may not be issued on the mere statement of the applicant, and that, regardless of whether or not the applicant is sick, the failure to make a personal examination is sufficient to authorize a conviction.

It would appear, then, that physicians who seek dishonesty to nullify liquor and narcotic laws may be reached and punished for their transgression if only our agencies of prosecution see their duty and discharge it faithfully.



**BEST ADVERTISING SCHEMES.**

Haven't you devised some advertising plan which has proved itself a winner?

Haven't you worked out some scheme which has brought you a lot of business?

Tell us about it and get \$2.50 in cash by return mail.

We have published two instalments of these "Best Advertising Schemes," and they have proved very popular and helpful.

We want more.

We have several good ones on hand, but they are unseasonable just now and we are holding them for publication at the proper time.

Let us hear from you.

Here are the requirements: (1) Describe the plan with sufficient detail so that others will have no trouble in duplicating it. (2) Send along whatever printed matter was used to exploit it. (3) Tell what the results were.

**THE OBSERVER'S COLUMN.**

We were all having a pleasant smoke and relating peculiar incidents we had observed in the administration of medicines. The Observer had once been in prison—please don't draw hasty inferences. Let him finish his remark. He was about to say that he had once been in prison in the capacity of pharmacist, and he had abundant opportunity to witness many interesting things.

Some of these he was now relating for the delectation of his friends. Frequently, he remarked, prisoners were afflicted with ills more imaginary than real, and it was surprising how much benefit they received from plain aqua rendered bitter by a little gentian or cinchona—not enough to have any possible medicinal effect. The Observer declared that the psychological element in medicine was beyond question a very pronounced one, and that, in the absence of any real organic disease or disturbance, the Christian Scientists, the Faith Curists, and the new sect of Christian Psychologists were able to effect what seemed to be remarkable cures.

Whereupon one member of the party told a story which it is the main purpose of the Observer to recite in his Column this month.

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The wife of a prominent resident, recovering from a nervous breakdown and unable to sleep, had

been given tablets of morphine by a physician, and it was not long before she deemed the tablets indispensable and was getting them systematically at the store of the pharmacist who related the incident. The husband discovered the situation accidentally and was in despair. He secretly requested the pharmacist to shut off sales of the tablets to his wife. The pharmacist replied that he would be very glad to do so, but he feared this would avail little since the woman would go elsewhere for the drug.

Together, therefore, the two men plotted to rescue the wife from her enslavement. She had worked up on the dose of the drug until she was buying half-grain tablets. Without her knowledge, and without awakening her suspicions in any way, she was now provided with quarter-grain tablets when she made her purchases. Then the quantity was gradually cut down to one-eighth, to one-sixteenth, to one-thirty-second, and inasmuch as the tablets were all of the same size physically she had no realization of the change. Finally some special tablets were prepared of plain sugar of milk, and these were supplied for several weeks.

By this time the pharmacist's conscience began to trouble him when he thought of the handsome price he was getting systematically for plain Saccharum Lactis, but the husband told him he need have no scruples on this score. Money was no consideration. Whatever the expense, he wanted his wife cured of so terrible and blasting a habit.

Finally, when the husband thought a permanent cure had been established, he told his wife the exact facts, made her understand how thoroughly she had gotten out from under the influence of the morphine, and humorously told her that any time she needed a narcotic or nerve-queller she had only to go to the pharmacist and get some of her special sugar-of-milk tablets. "For," said he, "have you not proved absolutely that they work just as well as morphine itself!"

The woman was of course overjoyed and relieved beyond measure to know how successfully she had been saved—saved from a fate which would have embittered the remainder of her days and destroyed a happy family circle.

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The influence of mind over matter is certainly very great, and the modern "healers" have caught hold of this vital truth with advantage to their reputations and in many instances with substantial benefit to their incomes.

## PROFITS AND EARNINGS.

### THE REPORT OF A SMALL BUSINESS.

A firm of druggists in an Iowa town sends its annual statement. The town has a population of less than 500 and there is one other drug store. Naturally enough, one would scarcely expect a very brilliant business showing:

General sales .....	\$4013.93
Soda sales .....	827.05
Total sales .....	4840.98
Gross profit on the general sales.....	1224.48
Gross profit on soda sales.....	476.75
Total gross profits .....	1701.23
Expenses (not including salaries).....	395.35
Cash discounts .....	43.97
Net profits .....	1349.85
Capital invested .....	6786.71

Careful inventories are taken so that the foregoing figures may be depended upon for their accuracy. Estimates have also been made for depreciation in stock and fixtures. No item for proprietors' salaries appears in the list of expenses, but in a small business of this kind it would be exceedingly difficult to make a proper estimate. The most rational thing to do, perhaps, would be to consider the net profit of \$1349.85 as salaries for the two proprietors, in which case there would really be no net profit proper at all. The expenses and the gross profits would then be exactly the same. Neither does the item of rent appear among the expenses, and apparently this is for the reason that the store is owned by the proprietors—a further fact which makes the calculations of expense misleading.

Dividing the gross profits by the sales, we find that the percentage of gross profit amounted to 35. This is a pretty fair figure, although we should expect it to reach 40 in a small town where people are accustomed to paying better prices. Taking the soda business by itself, we discover that it paid a gross profit of 55 per cent. This is excellent. In fact, if it were not for the \$476.75 of gross profit realized from the soda fountain, the year's showing would have been pretty small.

One thing that strikes us about this statement is the disproportionate amount of money tied up in the investment. It amounts to \$6786.71. The total sales are only \$4840.98, and the capital is therefore not even turned over once during the year. If the two proprietors had invested their money at 6 per

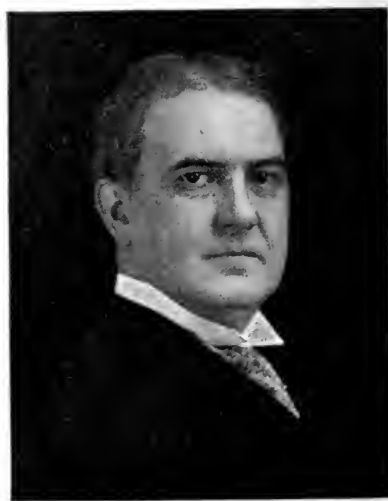
cent, they would have gotten \$407.20 annually from it. Deducting this from the net profits of \$1349.85, we find that they earned \$942.65 for their time. Equally distributed, this means \$471.72 for each of them, or \$9.06 weekly—not a very large reward for one's time as a proprietor.

Clerks who earn \$18 a week had better think not only twice, but five or six times, before they enter the ranks of proprietors unless they are pretty positive after careful examination that they are going to better themselves.

## THE HALL OF FAME.

### MR. WOOTEN RETIRES FROM THE N. A. R. D.

Great surprise was caused last month when Thomas V. Wooten announced at the annual meeting of the Illinois State Pharmaceutical Association in Peoria that he would retire from the secretaryship of the National Association of Retail Druggists on the first of October next. He has



THOMAS V. WOOTEN.

accepted the position of secretary of the School of Pharmacy of Northwestern University in Chicago, and in this capacity will have charge of the business interests of the school.

The University itself is located out at Evanston, but six or seven years ago a large building was purchased in the heart of the down-town Chicago district, the professional schools were all housed in it, and an aggressive campaign of growth and de-

velopment was begun. About that time William R. Dyche was made business manager of the University with an office in the Chicago building. The acquirement of Mr. Wooten is clearly a part of the same movement for bigger things in the several departments of the University.

It has been a matter of more or less common knowledge that a number of offers have been made to Mr. Wooten during the last few years, but their rejection was always dictated by a strong sense of loyalty to the N. A. R. D. This particular chance doubtless proved too strong to resist, especially in view of the fact that the Northwestern School is Mr. Wooten's alma mater. The work will be congenial and the salary is said to be very remunerative.

In the meantime a successor to Mr. Wooten as secretary of the N. A. R. D. will be elected at the meeting in Atlantic City during the third week of September. That a number of very able candidates will appear on the horizon between now and then seems reasonably certain, although the opinion may be ventured that it will not be an easy task to find a man embodying the several qualifications possessed by the present secretary. During the last year, however, as we pointed out editorially in the June BULLETIN, the N. A. R. D. has reorganized itself very successfully—or it would perhaps be more accurate to say *readapted* itself to the changed conditions resulting from the Indianapolis decree; and Mr. Wooten therefore leaves the Association at a fortunate time when its future is well established.

Incidentally it may be reported that Mr. Wooten took a trip to the Pacific Coast last month in the interests of the San Francisco Relief Fund established by the N. A. R. D. for the benefit of druggists rendered penniless by the earthquake. This money was loaned out, it will be remembered, and many of the notes still have some time to run.

#### CITIZEN AND DRUGGIST.

The city of Fitchburg, Massachusetts, is very fortunate to have a druggist like D. Chas. O'Connor. During the last two or three years Mr. O'Connor has been trying hard to arouse the business men of Fitchburg to the necessity of a systematic booming of the city in order that the retail trade may be enlarged on the one hand and manufacturers induced to establish their factories in

Fitchburg on the other. He has delivered two or three well-conceived and enthusiastic addresses before the Board of Trade and Merchants' Association, and plans for a definite and continuous campaign have finally been made. Mr. O'Connor himself has been appointed chairman of a Committee on Publicity, and we have before us as we write several newspaper articles, folders and appeals from his pen—all pointing out in convincing and sledgehammer fashion the many strong features of Fitchburg as a manufacturing, distributing and residence center.

Mr. O'Connor has gone beyond this and sought



D. CHAS. O'CONNOR.

to arouse civic pride in the schoolchildren of his city. Not long ago he delivered an address before the high school pupils and pointed out reasons why they should take pride in what Fitchburg had achieved and why the city should be loyally supported by all its citizens. The address was strongly sanctioned by the superintendent of schools and the principal of the high school, and after reading the speech two prominent men offered prizes to high school pupils for the best essays on "The Fitchburg High School and Its Graduates" and "The Fitchburg Park System and Its Development." The Boston papers noticed the movement and complimented it in very high terms.

Mr. O'Connor is just as fertile, resourceful and aggressive in his business as in his public-spirited work for the city. He has one of the best drug

stores in Fitchburg—and a picture of it is being shown elsewhere in this issue of the BULLETIN. His successful “anniversary weeks,” his attractive window displays, his well-prepared newspaper advertisements, have all been referred to in the BULLETIN on numerous occasions.

And, too, he is quite as prominent in musical as in business circles, and has several times appeared before the public as a pianist and accompanist. At the present time he is pianist of the Fitchburg Council K. of C. and organist of the Fitchburg Lodge B. P. O. E.

#### THE PRESIDENT OF THE LOUISIANA ASSOCIATION.

The new president of the Louisiana Pharmaceutical Association, elected at the recent annual meeting, is Adam Wirth of New Orleans. Mr. Wirth has some very aggressive work cut out for him. The drastic regulations issued by the State Board



ADAM WIRTH.

of Health to govern the enforcement of the Louisiana pure food and drug law have recently been referred to editorially in the BULLETIN, and the State Association, under the direction of Mr. Wirth, is planning an appeal to the State legislature in an effort to modify the situation. In Louisiana the State Board of Health is vested with certain legal authority, and this has made it possible for the Board to establish rules and regulations far beyond the letter and spirit of the new food and drug law.

It is gratifying to observe that the druggists are fully awake to the danger.

With reference to Mr. Wirth himself, it may be pointed out that his name, A. Wirth, lends itself to some rather unique advertising. In many of his announcements he refers to himself as “A Wirthy Druggist,” and has made this a sort of trade shibboleth. Since his first name is Adam, some of his brother druggists so modify the trade-mark as to make it read “A-dam worthy druggist.” We have before us a small shipping tag which Mr. Wirth attaches to all packages sent out with the delivery boy. On the tag appears this statement: “Wirth is worth trading with because his name is Wirth.”

We may add that Mr. Wirth is also a worthy member of the Louisiana Board of Pharmacy.

#### AN INTERESTING PORTRAIT.

The accompanying engraving exhibits Mr. A. F. Crayton, senior member of the firm of A. F. Crayton & Co., of Newark, Ohio, in his prescription room reading the BULLETIN OF PHARMACY. We are assured that Mr. Crayton was not posing for the picture. He was giving himself the customary



A. F. CRAYTON, OF NEWARK, OHIO.

monthly pleasure of reading the journal when a snapshot “artist” happened along and immortalized the scene! There is a strong bond of sympathy between Mr. Crayton and ourselves. Evidently we admire the same things, and this is proof, if proof were needed, that our taste is first-class!

### THE PRESIDENT OF THE ILLINOIS TRAVELERS' ASSOCIATION.

The Illinois Pharmaceutical Travelers' Association has, through its aggressiveness and enthusiasm, put new life into the Illinois Pharmaceutical Asso-



W. F. BAHE.

ciation during the last few years. This, indeed, has been the history of the travelers' auxiliaries established in connection with many of the State pharmaceutical associations of late years. The druggists and travelers of Illinois held their annual meetings together at Peoria last month and the attendance was unusually large. Upon the shoulders of the secretary of the Travelers' Association, Mr. W. F. Bahe, fell much of the work of creating an interest in advance of the gatherings, and it is therefore gratifying to observe that Mr. Bahe was honored with election to the presidency of the travelers' auxiliary. Two years of service in the secretaryship has qualified Mr. Bahe to understand the requirements, and that as president he will direct a most aggressive campaign during the year to come cannot be doubted.

### AN INTERESTING INCIDENT.

An illustrated article appeared in the BULLETIN for May, 1907, depicting the history and describing the characteristics of the well-known Blair pharmacy in Philadelphia. This is located at the juncture of 8th and Walnut Streets, and is the oldest drug store in the city. It was established in this very building in 1829. Three Henry C. Blairs have successively been proprietors of the establishment, and the store has always had a close connection with the Philadelphia College of Pharmacy. Many prominent American pharmacists received their practical training in this place while in Philadelphia attending the college.

Now for the incident which we really started out

to tell: Among the physicians who attended the recent annual meeting in Philadelphia of the American Therapeutic Society was Dr. Robert Reyburn, a former president of the organization. He is the only surviving physician who attended James A. Garfield, the martyred president. Harry C. Blair, the present owner of the Blair pharmacy, was one of the speakers at the meeting, and after he had finished his remarks he was approached by Dr. Rey-



The Blair pharmacy in Philadelphia, at the corner of Eighth and Walnut Streets.

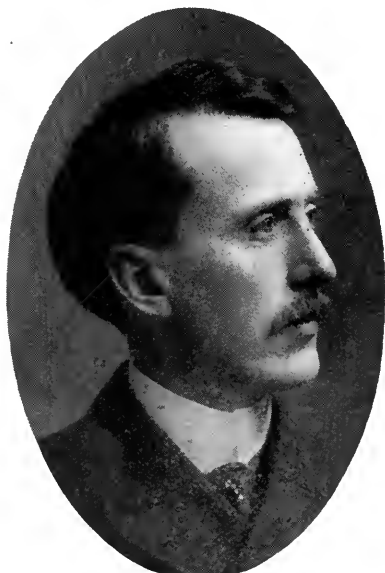
burn, who told him with considerable interest that when President Garfield lay sorely wounded his physician prescribed a certain rare drug to relieve his sufferings. Search was made for it in Washington, but none was to be found. Then a special train was run to Philadelphia and the drug was supplied in the very first store entered. This was the Blair pharmacy!

### MR. A. L. WALKER.

It would be difficult to find a pharmacist who holds his profession in higher esteem than A. L. Walker, of Detroit. Mr. Walker was graduated from the Department of Pharmacy of the University of Michigan ten or fifteen or twenty years ago—we do not know that the exact date matters very much. What does matter is that he has ever since striven to realize the pharmaceutical ideals inculcated by Dr. Prescott, and the State of Michigan

has never had a man more active and energetic in the betterment of pharmaceutical conditions than Mr. Walker.

He believes in a thorough pharmaceutical education. He believes in proper legislation, and he has had much to do with the drafting and enactment of pharmacy bills in this State. At the present time he is interesting himself in the preparation of a



A. L. WALKER.

food and drug measure based on the Federal act, and as chairman of the Legislative Committee of the State Association he called a conference on the subject in Detroit some time ago. Mr. Walker has a successful pharmacy on Woodward Avenue in Detroit, and he enjoys a large patronage from the physicians of the city. He has served as president of the State Association, and has filled many other offices with credit to himself and benefit to his profession.

#### A UNIQUE CHARACTER IN PHARMACY.

It is one of the grievances of the editorial staff of the BULLETIN that no member of it has ever had the pleasure of meeting Mr. Peder Jensen, of Tacoma, Washington. The loss is wholly ours. Judging from what we are able to note from a distance, Mr. Jensen must be a perennial source of joy and pleasure to his acquaintances. Some years ago one of the pharmaceutical journals in the West asked

Mr. Jensen for a biographical sketch of himself, and this is what Jensen wrote:

"Born in Copenhagen, Denmark, 1864, of poor but handsome parents, who destined the goodly youth for the church.

"The Lord, loving his church, kept Peder out, much to the inestimable benefit of that institution.

"Acquired in early youth a love of dogs, a hatred of cats, and a reputation as an inventor of cat traps and flying machines.

"After having kept the Kingdom of Denmark awake nights for nineteen years, Peder decided that the comment of Shakespeare as to the condition of the state aforesaid was correct, and he accordingly left by first-class steerage for the promised land.

"This about the promised land he found to be all a mistake; there was no land promised, and it cost



PEDER JENSEN of Tacoma.

him \$18.64, his entire capital, to find that out. There being no vacancies on the New York police force, he reëntered the drug business out somewhere in Iowa. To his dismay the Hawkeye State went 'dry' shortly after he arrived. The prospect of selling whisky to a bunch of hypocritical old hayseeds who, to cull an expression from his diary, 'voted like saints and drank like the devil,' was not attractive, as he had 'thrown up' several good opportunities to go into the saloon business in New York the day after he landed.

"Went West in 1888—now druggist Tacoma, Washington. Married—four children—happy—good appetite—rich in the friendship of 9000 druggists—more or less. Laughs much and thinks some."



## THE METCALF PHARMACY IN BOSTON.

**A Store Distinguished for its Historic Career, its Prescription Service, and the Specialties to which it Has Given Rise—The Frequenting Place in Earlier Days of Men Like Oliver Wendell Holmes, Daniel Webster, Charles Sumner, and Charles Dickens.**

**By HARRY B. MASON.**

A Boston institution, one almost, if not quite, as characteristic of the Hub as its State House, its Public Library or its historic Common; one that has been continuously popular with the medical fraternity and with the best people of New England from 1837 down to the present year of grace; one which, except for a brief removal, has always occupied the site of Peter Faneuil's famous residence on Tremont Street; and one which though frankly commercial in character has

apothecary, Theodore Metcalf by name, rented the parlor of Peter Faneuil's historic mansion and established himself in a modest way as a pharmaceutical practitioner. In time young Metcalf created an establishment which became the rendezvous of such eminent Americans as Dr. Oliver Wendell Holmes, Daniel Webster, Charles Sumner, James



This is a general view of the Metcalf establishment as the visitor sees it upon entering the front door. The soda fountain equipment in the foreground was installed during the last year by the Lippincott people at an expense of about \$4000. The prescription department occupies the lower half of the store on the right side, and is shown in the next illustration.

the same claim to the historian's recognition as the Old Corner Book Store; a shop in which four inestimable boons to humanity, chloroform, cocaine, ether, and vaccine, were first introduced to the American public—that is Metcalf's.

This interesting if somewhat oratorical paragraph introduces an illustrated booklet published some years ago to exploit Theodore Metcalf & Co. of Boston—a business more or less familiar to every druggist in the United States. The booklet went on to say that some 70 odd years ago a young

T. Fields, and William Warren. History relates, too, that Charles Dickens here spent many an hour with his transatlantic friends on the occasion of his first visit to America in the early fifties. Here also came Louis Kossuth, the great Hungarian.

Theodore Metcalf was born in 1812 and died in 1894. He lived to the ripe old age of 82. Long before his death, however, Mr. F. A. Davidson became the active spirit in the development of the Metcalf business—and in passing it may be said

that Mr. Davidson received his early training under S. A. D. Sheppard in the Sheppard pharmacy at the corner of Washington and Dover Streets.

#### A NOTABLE PRESCRIPTION PHARMACY.

The business early outgrew the limitations of Peter Faneuil's parlor, and the modern visitor to Boston sees the establishment occupying the entire

Many of the prescriptions thus recorded bore the names of the greatest physicians America has known, and from them an expert might easily trace the progress of American medicine. It is a justifiable boast of the Metcalf Co. that it has been the first to dispense in this country many things which are now in familiar use. The first phenacetine em-



This view was taken from the balcony in the rear, looking forward to the front of the store. The prescription department is seen at the left. This particular picture was made some years ago, and in the meantime the desks at the right, formerly devoted to the considerable wholesale business of the company, have given way to a line of show-cases.

basement and first floor of the million-dollar Carney Building on the site of the old Faneuil mansion at 39 Tremont Street. Throughout its entire history the house has always placed chief emphasis upon its prescription service. More than ten years ago the total number of prescriptions had passed the million mark, and the array of prescription books bound in Russia leather even then told an eloquent tale.

ployed in the United States, for instance, was dispensed in a Metcalf prescription; and in the paragraph which I have quoted at the beginning of this article it is declared that chloroform, cocaine, ether, and vaccine were introduced to the American public at Metcalf's.

The prescription counter occupies the lower half of the right side of the store and is shown in one of our illustrations. Six dispensers are kept con-

stantly at work and an average of 200 prescriptions are now dispensed daily—originals and "repeats." The Metcalf people, it may be said, always refill prescriptions as often as requested unless they contain narcotics on the one hand, or unless, on the other, the doctor has written "N. R." on the prescription. A peculiar custom in Boston, already referred to in this series of articles, is that of returning the original prescription to the customer; and this practice is observed at Metcalf's with regularity.

#### A USEFUL PLAN.

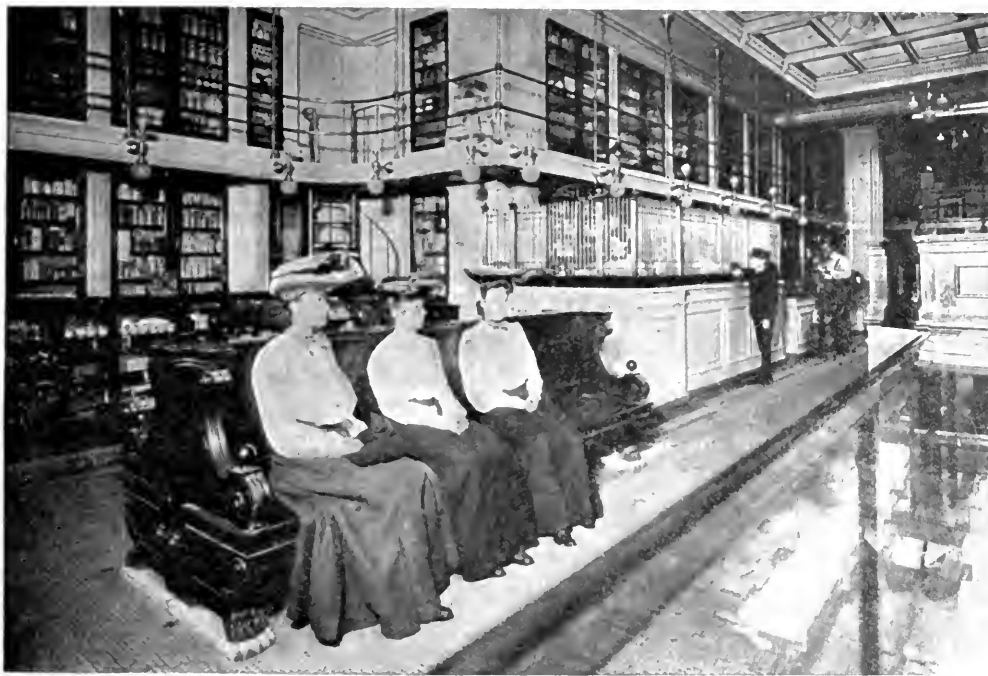
When I visited the pharmacy in January last I found that an interesting custom was followed at

tice saves uncertainty and embarrassment all around.

If the Metcalf pharmacy is not known throughout the country for either its historic career or its prescription work, it is doubtless recognized as the home of several specialties. Prominent among these is Metcalf's Sachet Powder. This well-known product has been on the market 70 years and is a large seller all over the country. It appears in purple granules instead of the customary powder most frequently found in the latter products.

#### RECENT CHANGES AT METCALF'S.

A year or so ago, Mr. Davidson, desiring to



In the present view we observe that some patrons are waiting to have their prescriptions dispensed. This picture, like the preceding one in our series of illustrations, was made some years ago, and the portion of the pharmacy here shown has been somewhat modified during the last year.

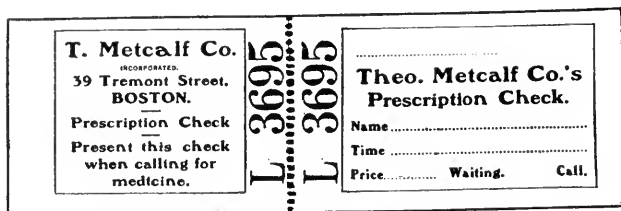
the prescription counter. I observed a card hanging in a conspicuous position at the front end of the prescription department and bearing this legend: "R_x time—45 minutes." On other occasions it was 15 or 30 minutes, and sometimes it was an hour. I asked what this meant, and I was told that it was a notice to the clerks at the sales counter that they must not promise to have prescriptions ready in less than the time indicated. Thus, when a clerk receives a prescription over the counter, he has only to glance down the store at the card to tell the customer when he can get his mixture and when he may therefore return for it. This prac-

ture after many years of hard work and close application, turned the management of the store over to other hands. He secured the services of Messrs. Eaton and Dodge, two men in the early thirties, who had been the lieutenants of Mr. George Lyon in the development and growth of the immense Hall & Lyon business in Providence and elsewhere. Under the management of these men the store has become somewhat "modernized." The first change to strike the visitor's eye is an elaborate and beautiful soda equipment immediately facing you as you enter the front door. It is shown in the first of our illustrations. At the

right is a long and well-stocked cigar case. At the left are attractive displays of popular toilet products. The windows, in the meantime, have been used with great success for the development of special sales of various kinds.

### 6000 CAKES OF SOAP A DAY!

At one time, for instance, 6000 cakes of three-cent toilet soap were sold on a single Saturday—quite a startling innovation for a pharmacy like the



Prescription check used in the Metcalf pharmacy.

Metcalf establishment! This collection of soap, by the way, was made up of old stock which could not otherwise have been disposed of, supplemented with enough new goods to carry the thing through. The wrappers were all torn off in order to avoid a shop-worn appearance, and in order, too, that customers might see what they were getting.

By methods of this kind the transient business has been considerably enlarged, and the trade in what might be called the front half of the store, devoted to side-lines and the like, has about doubled.

The Metcalf Company has always had among its customers many of the wealthy residents of the city, together with a large number of well-known physicians. The new managers, letting well enough alone in this respect, have devoted themselves, as I have indicated, to the development of transient custom.

In the meantime Mr. Dodge, who it was understood was to remain but a short time, has found it necessary to withdraw in order that he might devote his entire time to private interests of his own. Mr. Eaton remains the active manager of the establishment, and Mr. Davidson, discovering that he could not take up a life of leisure after so many years of strenuous endeavor, has returned to the store and is giving much of his time to its affairs.

### SOME FIGURES.

Before closing this sketch I may say that there is an investment of about \$100,000 represented in the stock and fixtures. There are 33 people in the store altogether. An annual rent is paid of \$17,000. The yearly mail-order business amounts to about \$20,000. There is a Metcalf branch up on Copley Square in the Back Bay district, and there is an investment here of \$15,000. The Back Bay store, it may be said, is strategically located in a very fine locality. It is handsome in equipment and represents a very nice business in itself.

## THE TALE OF A TONIC.

By G. HOWE.

"I'm twice the girl I was," she wrote,  
Upon some pretty, tinted paper.  
The tonic, mentioned in her note,  
Had proved a beneficent shaper.  
No angles, bones, or corners now,  
But rounded face and fine physique.  
I'd loved her well when sick and frail,  
I thought she must be now unique.

But when, at last, I saw my love,  
My heart refrained from further beating,  
With fat below and fat above  
I straightway got a fatty greeting.  
When on my breast she fondly leaned,  
There came to me a tired feeling;  
Her weight was quite too much for me—  
She noticed I was reeling.

"Oh, Mabel, dear!" I cried in woe,  
"The label surely read:  
'A teaspoonful a day,' you know;  
You've taken three instead.  
So, since you've over-dosed yourself,  
And warnings failed to note,  
You'll have to go away (I'll wait)  
And try some antidote."

## OPTICS AS A SIDE-LINE.

**Its Place in Pharmacy—The Need of Adequate Training—Some Suggestions for the Druggist Who Would Undertake the Work.**

**By RALPH H. WOODS.**

The English correspondent of the BULLETIN, Ernest C. Cripps, contributed to the February BULLETIN (page 60) an encouraging article on the possibilities of refracting as a side-line. To those druggists who contemplate the addition of such a department to their business, I address this article.

I believe that optics is more legitimately a side-line for the pharmacist than for the watch tinkerer. I believe the druggist's mind is better trained to grasp the science in its various phases than that of the average jeweler, because the pharmacist has been taught physics, some anatomy and physiology, and a thorough understanding of these subjects is essential.

Optics pays if you can get the business. To get the business and hold it, the optometrist has to do good work, in fact his service must be as satisfactory as if not better than that of the oculist.

### THE NEED OF PRELIMINARY STUDY.

To prepare oneself for the vocation takes considerable time and study. There is more to optometry than the average person appreciates. The field is full of uneducated refractionists from whom a person gains the impression that there is little to learn.

There is, however, still plenty of room for first-class men; people demand it, and eventually the good man will get the business. If you are going after the business in the garb of a first-class optometrist, you are putting your shoulder to no easy task. A comprehensive understanding of this subject is as hard as any pharmaceutical course, but very, very interesting.

To take the refraction of the eye requires at least twenty minutes to one-half hour and sometimes a full hour. With the patient in the chair, one has to stay by him until the work is done. One cannot attempt to wait on trade and measure a pair of eyes at the same time. Hence either the drug department or the optical department suffers without adequate help in the store.

This article does not entirely agree with the writ-

ings of our English friend, but it puts the existing conditions up for consideration.

The question is asked by the reader: "What are the requirements?" Nearly every State in the Union is preparing an optical law. Some States now have such, with a strict and technical examination and a requirement that the applicant shall have completed a specified number of hours of class work in the various branches of the science before he can take the examination.

A thorough knowledge of anatomy, particularly of the head and cranial nerves, is necessary; exhaustive study of light, lenses and refraction is essential, and a thorough knowledge of ocular pathology is needed, after which comes the science of making eye measurements or testing.

### TECHNIQUE IN PRACTICING OPTICS.

The method of holding lenses before an eye and asking "Do you see as well or not so good?" is obsolete and full of pitfalls. The best men in optometry to-day are those skilled in the objective methods, particularly that of skiametry, the working principles of which are completely outlined in the Optical Review of February, 1908, published by the 'Jewelers' Circular Publishing Co., 11 John Street, New York City. The article is from this pen. No instruments or expensive apparatus is needed for the test. Trial case lenses and a dollar concave mirror are the working tools of the profession, with a little brains and much practice mixed in. An ophthalmometer is not absolutely necessary but very desirable to enable one to do better work.

The ophthalmoscope must be undertaken and mastered, not from the view-point of refraction but from that of pathology.

With the skiascopic findings, the subjective test resolves itself into a very short and comprehensive measurement.

It is an undisputed fact that the optometrist can give the average oculist pointers in refraction. In fact, as my former preceptor, an oculist, stated, they



do not teach it in the medical schools or eye institutes. The oculist depends on atropine while the optometrist relies on skill. Another point essential in good work is the examination of the ocular muscles. Their measurement and the prescribing of suitable prisms is as important as correcting the refraction. But under no consideration direct the use of a prism without a thorough knowledge of what the result will be, and under no consideration put a prism on any person, base out.

I have gotten a little off my subject, but think the ground is quite thoroughly covered as to what is

required of a person in optometry, so that one can look before he jumps.

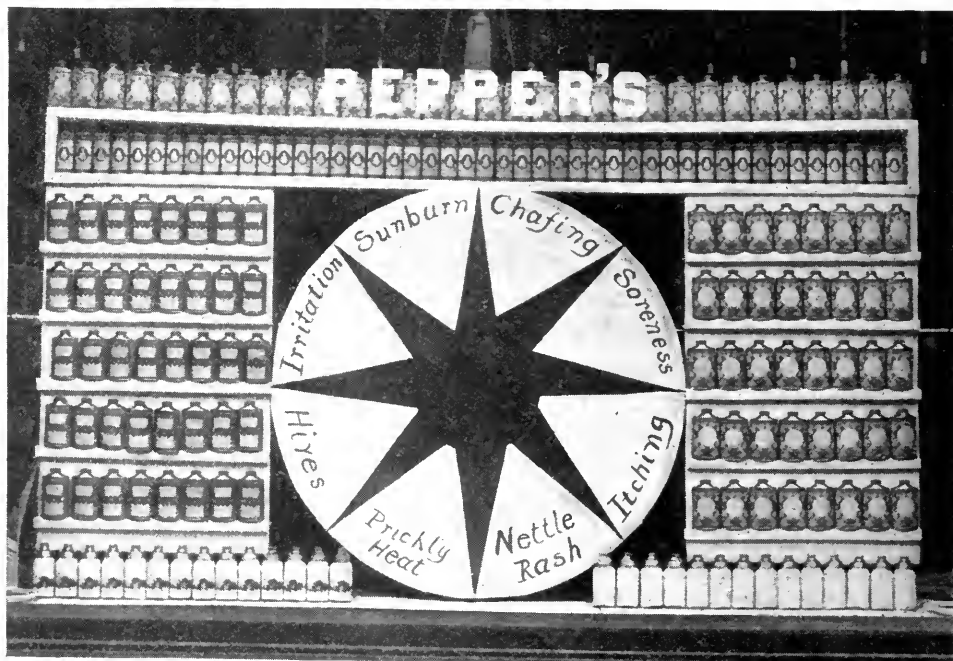
From a financial point, it pays well because the investment is little beyond the time and money spent in preparation and equipment. My equipment is worth \$350, every particle of which I consider is needed for good work; but our stock of frames, well assorted lenses, and sundries seldom invoice over \$100 to \$150. I started with only the trial case, retinoscope, and ophthalmoscope, gradually adding other instruments as my income permitted and as investigations showed they were needed.

## A TALCUM POWDER DISPLAY.

Skin affections due to the summer heat cause a heavy demand for talcum powders. Druggists are making capital of the fact. Packages of this product may be seen in many windows. Occasionally the exhibit is well arranged; but often windows

ure representing the sun. Around the circumference appear the names of various skin affections. Of course, in each ailment talcum powder is just the thing!

The sun was made of bright-red paper on a pale-



with a fine exposure show only a few rows of talcum cans on the floor.

The accompanying engraving represents the effort of J. T. Pepper of Woodstock, Ontario. It is very commendable. In the center is a circular fig-

blue background. The framework, of simple construction, is covered with the same material. A little lampblack, turpentine, and a brush suffice for the lettering.

A feature of the display is its height.



## TOBACCO TERMS.

Names and Definitions of Value to the Retailer—Classified in Convenient Form for Ready Consultation when Required.

Compiled by C. FRED. CROSBY.*

### TYPES OF TOBACCO.

There are innumerable minor divisions and subdivisions into which leaf tobacco may be divided and subdivided, most of the principal tobacco growing countries having numerous districts in which tobacco is raised which varies more or less from that grown in all other districts.

The principal tobacco growing countries are the United States, Cuba, Sumatra, Turkey, Porto Rico, Mexico, and the Philippine Islands, although there is hardly a country in the world outside the frozen zones where the cultivation of tobacco has not been tried with greater or less success.

Some of the types vary widely, while in other cases they are so closely related that only an expert could detect the subtle shades of difference. The following is perhaps the most complete summary of this kind that has ever been attempted, and yet it might be extended and further divided and subdivided almost indefinitely:

### TYPES OF CUBAN LEAF TOBACCO.

*Vuelta Abajo*.—Grown in the Province of Pinar del Rio, near the western end of the island, and universally conceded to be the finest type of cigar leaf in the world. The average annual production in a normal year is not far from a quarter of a million bales. Among the subdivisions of Vuelta Abajo are Mantua, Remates, Guane, and Vinales, which are of the heavier types in demand for blending with lighter leaf; San Luis, fine light wrappers; San Juan y Martinez, also superior wrapper leaf; Rio Hondo, light and aromatic; Consolacion del Sur; Pinar del Rio, which is descriptive of the leaf grown in the geographical center of the province; Bajos, Consolacion del Norte, and Parti Sur, the last three being among the less desirable of all Vuelta Abajos.

*Semi-Vuelta*.—A heavy, aromatic tobacco, grown in the Province of Pinar del Rio, but distinctly separated from the genuine Vuelta. The average production of Semi-Vuelta in a normal year is about

20,000 bales, and practically all of it comes to the United States.

*Partidos*.—Grown principally in the Province of Havana, and highly esteemed because of its plentiful yield of leaf suitable for wrappers. It is of a much lighter quality than Vuelta Abajo, and is desirable for blending with the heavier tobaccos. The normal yield of Partidos is not far from 80,000 bales. There are several subdivisions of Partidos, of which the most prized is the famous Tumbadero, noted for its fine wrappers; La Salud, second only to Tumbadero, which it greatly resembles; Artemisa, a rich, aromatic filler leaf; Govea, a rich leaf, fairly plentiful in its yield of wrappers; Bejucal, which is fairly good; and La Seiba, Wajai Caimito, and San Jose de las Lajas, which are all more or less inferior.

*Remedios*.—Grown in the Province of Santa Clara. Strictly speaking, the Remedios tobacco is raised in a comparatively small area of the province, but the term is somewhat loosely applied to leaf produced in a considerable area, and which is sometimes collectively classed as Vuelta Arriba. There is also some tobacco grown in the Province of Puerto Principe which is sold as Remedios.

*Santa Clara*.—Grown in the central portion of the Province of Santa Clara, and of excellent flavor and aroma. The Santa Clara leaf is frequently described and sold as Remedios, and has done much to enhance its reputation. Other subdivisions under which tobacco grown in the province are sometimes described include Cienfuegos, Colonia, Santo Domingo, Sagua, and Trinidad. These are more or less lacking in quality, and have served to detract from the reputation of Remedios. The Sancti Spiritus is another classification applied to a leaf grown in the province which stands midway between the better and the inferior growths generally sold as Remedios.

*Yara*.—Grown in the Province of Santiago de Cuba, and easily the least desirable of all Cuban tobacco. Mayri and Gibari are subdivisions of Yara. The average crop of Yara in a normal season is about 12,000 bales, and most of it is exported to

*Tobacco.

Germany, although some is taken by Canada and Central America.

#### TYPES OF DOMESTIC CIGAR LEAF.

*Baltimore Cuba*.—Grown in the Miami Valley in Ohio; long leaf, of good body, with a fine and silky but tough texture; sweats a uniform color, and is used for both wrappers and fillers.

*Belknap*.—Grown in Connecticut Valley and in New York; a sub-variety of Connecticut seedleaf, and possessing the same general characteristics.

*Connecticut Broadleaf*.—Grown in Connecticut Valley, New York, and Wisconsin; large leaf, extremely broad in proportion to length, with fibers at right angles to mid-rib; used for wrappers and binders.

*Connecticut Seedleaf*.—Grown in Connecticut Valley, Pennsylvania, New York, Ohio, Wisconsin, Minnesota, Indiana, Illinois, and Florida; broad leaf, strong, thin, elastic, silky, small fibers, sweetish taste, and light color; used for wrappers, the lower grades for binders and fillers.

*Cuba*.—Grown in Pennsylvania, New York, Wisconsin, Florida, and Louisiana; small leaf grown from imported seed, generally of fine aroma; used for wrappers, fillers, and binders.

*Duck Island*.—Grown in New York and Pennsylvania; broad leaf, handsome appearance; used for wrappers, binders, and fillers.

*Florida*.—Grown in Florida; fine texture, thick but elastic; when grown in certain soils becomes freely spotted with white specks; used for wrappers, binders, and fillers.

*Glessner*.—Grown in Pennsylvania, New York, and Wisconsin; large, handsome leaf, fine texture, soft and elastic; used for both wrappers and fillers.

*Havana Seedleaf*.—Grown in the Connecticut Valley, Pennsylvania, Ohio, and Wisconsin; extremely thin leaf of fine texture and delicate flavor; used for wrappers.

*Kite-foot*.—Grown in Indiana; short, wide leaf, apt to cure a greenish color; used only in cheapest cigars, cheroots, and stogies.

*Little Dutch*.—Grown in Ohio and New York; extremely narrow leaf, thick and short; used chiefly for fillers.

*Lancaster Broadleaf*.—Grown in Pennsylvania and Wisconsin; delicate leaf, of fine, silky texture; used for wrappers, binders, and fillers.

*Pennsylvania Seedleaf*.—Grown in Pennsylvania, New York, Wisconsin, Ohio, and Minnesota;

coarser and darker than Connecticut seedleaf, and used for cheap cigars, cheroots, and stogies.

*Spanish Seedleaf*.—Grown in New York, Wisconsin, and Illinois; medium sized leaf, of uniform dark color; used for wrappers.

*Sumatra Seedleaf*.—Grown in Florida, Connecticut, and Texas; of comparatively recent origin, raised from seed imported from Sumatra, much of it being grown under tent-cloth or other shade; leaf light in weight and color, narrow, with fine ribs; great things were promised of this leaf upon its introduction, but it has not come up to expectations as a wrapper tobacco.

*Texas*.—Grown principally in Dallas county, Texas; the newest type of cigar leaf to attract attention; soil upon which it is grown is claimed to be identical with that of the most favored tobacco growing districts in Cuba; medium sized leaf, of fine, silky texture, and fine aroma; used for wrappers, fillers, and binders; Texas tobacco grown in 1905 sold for a higher average price than any other cigar leaf raised in the United States.

*Vallandigham*.—Grown in Wisconsin; large, pointed, smooth leaf; used for wrappers, fillers, and binders.

*Wilson's Hybrid*.—Grown in New York and frequently designated as Little Spanish, and also as Corn-Cross Havana; medium sized leaf, of fine texture; used for wrappers, fillers, and binders.

*Zimmer Spanish*.—Grown in Ohio and Wisconsin; medium sized leaf, of fair texture; used for wrappers, binders, and fillers.

#### TYPES OF DOMESTIC TOBACCO.

*Cunningham*.—Grown in North Carolina; short, broad leaf, thick and stalky; used for fillers and smoking tobacco.

*Bonanza*.—Grown in Kentucky, Ohio, Virginia, and Maryland; a cross between White Burley and Yellow Orinoco; used for smoking tobacco and cigarettes.

*Bullock*.—Grown in North Carolina; broad, smooth leaf; yellow; used for plug wrappers and fillers, smoking tobacco and cigarettes.

*Flanagan*.—Grown in Virginia; similar to Little Orinoco, but broader leaf and finer fiber; used for fancy wrappers, plug fillers, and smoking tobacco.

*Gourd Leaf*.—Grown in Virginia; broad, short, fine, and silky leaf; yellow; used for plug and smoking tobacco.

*Governor Jones*.—Grown in Kentucky; long,

narrow leaf, of good body; used for plug and smoking tobacco.

*Hester*.—Grown in North Carolina; heart-shaped leaf; fine fiber and silky; bright yellow; used for plug and smoking tobacco and cigarettes.

*Honduras*.—Grown in Virginia, Kentucky, and Tennessee; used in plug and smoking tobaccos.

*Lacks*.—Grown in Kentucky and Virginia; heavy well-colored broad leaf, of fine fiber.

*Perique*.—Grown in a restricted area in St. James Parish, Louisiana; used principally for blending with milder growths in smoking tobacco and cigarettes; although some of it is put on the market in small carrots, for sale to the consumer.

## BUYING POST-CARDS.

**Suggestions from the Manager of a Large City Store Who has had Unusual Success in Developing the Line—Pointers for Those Who Desire to Make the Most of the Opportunity.**

By F. G. LESLIE.

The post-card line is little appreciated by the average druggist; but if cautiously, slowly, and well built up will bring into your store hundreds who never entered it before. It offers you a chance to give your competitor a good run for his money. If he isn't just as wide-awake as you, he will find his customers wandering into your store to get some of "those cards" which every one is talking about. Next they get this or that other thing, and if you have good soda you will invariably find them drinking while they are there.

### WHAT CARDS DID FOR ONE STORE.

The drug store post-card pessimist is often met with these days, but I assure you it is a subject well worth your careful consideration. In a store which once bore a very black and unenviable reputation before it changed ownership, it solved the problem of winning the people back again. Many of you are in the same predicament. I owe a large measure of success to *well chosen* post-cards. Get the patrons in, treat them well, let them alone while choosing cards, and they will soon forget the past. The craze is not dying but growing broader every month, as the records of every post-office show. This growth, however, is in the main a natural tendency of the whole nation and world to get the habit, and once started to continually look for something just a little better.

To those of you who have found excuses for not stocking post-cards, let me ask your serious consideration of this subject. You may say that only the traveling public buy them, and you are in a residential district. True, the traveling public buy most of the post-cards, even now, but the best trade I have here is among my local customers whom I have educated to appreciate art and subjects of

human interest, as depicted in the best 5- and 10-cent cards.

### THE IMPORTANCE OF CAREFUL BUYING.

To beginners, *caution* in preliminary purchases is necessary, more so than in later buying. A bad se-



F. G. Leslie, Manager of the branch store of the Hegeman Corporation at 21 Park Row, New York City.

lection fills your rack with poor sellers and dampens your enthusiasm before it gets really active. Study the likes and dislikes of your own particular trade. Never mind what this stationer or that druggist is buying. Observe what he is *selling*. That is what counts. Be your own buyer. Don't let your good judgment get twisted by hot air. A salesman may be a wise fellow, but his cards may be unsuited for your trade and stuff your racks with "dead ones."

Though a few of the large post-card houses have

supplied the bulk of my cards, yet no firm can ever claim to have all my business. If a card is good, and in my opinion appeals to the average human being, I invariably give a smaller order. Such purchases are objectionable to venders of poor cards, for they know that only one order will be given. Beware of the man who talks big. He will blow away in a wind-storm some fine day. Your small order will be a light loss if the card is not liked in your locality. Buying! This magic word is the real key to the successful post-card department. Right buying means rapid sales.

Your foundation and corner-stone, as I have stated, are made up of local views. On this subject I will endeavor to give you all the light I can. You must consider all surrounding conditions, first, as to what your competitor is selling, and secondly, what your neighborhood is likely to demand.

#### CHEAP COMPETITION.

In large cities you have to consider the penny vender, or the cheap 5- and 10-cent store. Avoid as far as possible the cards of all manufacturers who sell to push-cart peddlers and cheap vending stores, or stands. You will find the majority of cheap local view cards are colored in so-called natural colors. This is the line adopted by most of the cheap venders. Look out for it. On the contrary, get views of your locality from some of these houses: The Detroit Publishing Co., Detroit, Mich.; The H. Hagemeister Co., 41-43 Warren St., New York City; Raphael Tuck & Sons, 122 5th Ave., New York City; P. C. Koeber Co., New York City.

I have had a good deal of success, however, in selling the black and white photo-gelatin work done in Germany. This is clear and equal to any photograph. Above all it admits of a greater margin, costing from fifty to sixty cents a hundred, and selling at two for five, or twenty-five cents a dozen. This line is not perfect either; you must choose the clearest and best views of each manufacturer to get a good selection. Let me state here that you must have a good, large variety to make big sales. In the larger cities at least a hundred views are necessary, in smaller places proportionately less. Many of these will be slow sellers, but will always move where a collection of many is wanted.

Another point: Cards with two or more views on them are worthless, each view being too small for most people. A number of houses make this style, and while the work is often beautiful, still it is a very poor seller.

As to the selection of your local view cards, if you are in a large city pick out all the subjects in your immediate vicinity. Then take those which are of world-wide interest from all over the city. The reason is obvious. Your purchaser has seen many buildings or scenes while in your vicinity which strike his fancy, but of which the world in general knows little. He looks for a near-by card store in which to get these local views. While getting them he sees views of other parts of the city, and takes a collection along.

See every line you can before making your purchase. Avoid buying assortments of these cards. Pick your own subjects and state the number of each you want.

Leaving local view cards, many cities have localities where sets of six or twelve views of surrounding cities can be sold to advantage. These, however, it would be unwise to place in your racks unless you have unlimited space, which is a rare thing in a busy drug store. Have a sign made and hung in a prominent place, stating that views of such and such places are for sale here in assortments of six, twelve, or eighteen, at fifteen cents a set of six. These are put up in convenient form by R. Tuck & Sons where such sets are desirable.

#### COSTLY VIEWS ARE POPULAR.

The post-card business of to-day is vastly different from that of a few years past. Then there was little or no thought of expensive cards. The cheaper, the better. Now we are getting a taste of the results in the push-cart business done in New York and other large cities. This is distinctly an art age in post-cards. I don't mean to say that nothing else sells. What I do mean is this: A novelty or comic line makes a sale of one or two cards; nothing else in the line appeals to your customers; a good line of fine art cards appeals to the real collector of cards who buys in large quantities when the selection is good. While a year ago I had two-thirds of my rack space taken up with two-for-5-cents cards, to-day over half is taken up with 5- and 10-cent views, with many at 25 and 50 cents. To select art cards one must possess some love of the subject. This will develop in examining every representative's line.

#### CREATING A DEMAND FOR FLOWER SUBJECTS.

For instance, take flowers. No subject is so popular as representative cards of nature's true beauties. Many fine lines are on the market, but I may refer particularly to those made by Rommel &

Co., Stuttgart, Germany, and sold in this country by P. C. Koeber Co., 85 Franklin Street, New York. R. Tuck & Sons have a fine line of hand-colored flower cards, but they cost more than the photo-color work of Rommel & Co.

This flower business can be begun in a small way. You have to educate your trade to appreciate these cards. Ten of a number can be purchased at one time, and at least ten different subjects should be displayed at once, all together in the rack. This attracts attention where one to three views would not be noticed. When you find them selling, add a new number on each order and you will soon find people looking for your latest addition. Of flowers, you should choose the rose and violet subjects first, since they represent love and friendship and are most sought after. Of the two hundred subjects, I am now able to show about seventy.

Other cards popular in the 5-cent line are the so-called hand-colored copies of famous landscape and ocean paintings, most of them being really air brush colored views. Selection of these must depend upon the good judgment of the buyer. There is a large variety on the market and they are changing all the time. It is always wise to keep your buying down, even on a big selling card, for its continued sale is problematical.

#### ART IN CARDS.

Sets by special artists are very popular among collectors. A recent instance of this is the big sale the "Boilleau" heads have had in the East. Now they are quiet, and we are awaiting the new edition of the "Fisher" subjects by the same publishers, Reinthal & Newman, 106 West 29th Street, New York City. The Detroit Publishing Co. have had big runs on "Gibson Heads," "Hutt's Heads" and "Hutt's Sketches," all of which are good. It would be impossible to cover all the ground here. Suffice it to say that in five-cent as well as higher priced cards it is wise to avoid those which have articles attached to them. They really come under the head of novelties, not art, and are usually slow sellers.

In the higher priced cards still greater judgment is required. Of late the glazed bromide color work is very slow in giving returns. The best of this line is produced by Davidson Bros., 73 Fifth Avenue, New York City. The Rotograph Co. also has a good line.

The fine art works produced in Vienna are by far the best sellers at 10 and 15 cents. Some few of the subjects are slow in localities, but in general they

are good, and a ten-cent card makes sales grow big. This line is offered by the Detroit Publishing Co., Detroit, Mich., Ig. Newburg, 108 Worth Street, New York City, with a few other jobbers carrying the line. They are dainty, hand-colored works of art, and the more they are examined the more beauty can be seen in them.

Birthday cards are essential. Get the delicate colored flower subjects.

For a 5-cent card, Raphael Tuck's line, a 9-cent package of six, will easily retail at 5 cents each, and is superior to many twice as costly.

A silk-faced card with flower and child subjects sells at five and ten cents. The Tower Manufacturing Co., Broadway, New York, and many jobbers handle these.

In the "two for five" cards, do as little as you can. There are good houses to buy them from, notably R. Tuck & Sons. Copies of famous paintings, depicting various sights, ocean scenes, home life of different nationalities (according to locality of store), Scottish life and customs, etc., etc., are excellent. Then there are the motto and fad cards of M. T. Sheahan, Boston, Mass. Of these try only a few to start with. They are not as lively in localities where they had a run.

Get good cat and dog subjects. Procure them in small lots and change from one firm to another on re-ordering. Your trade always comes back for something new. In these the "two for five" sell best.

#### THE PERSONAL EQUATION.

Study the card you buy. Ask yourself if this man, or that woman, would be impressed with it.

A word about comics is, I think, very important. Many a druggist has found the business N. G. because he has his racks full of comics. Human nature, let me say, is as varied as the millions who possess it. Our senses of humor are as numerous as the stars of heaven. Can you see my point? You may have 500 different comic cards and not one to suit the particular humor of your customer. Is it worth while? In the vast majority of cases, No, emphatically NO! Your comics are clogs in the wheels of your prosperity.

I have talked enough and I shall stop for the present. Should you find help in this article, it may give me equal pleasure to say something later on regarding the stocking, displaying and selling of post-cards.



**Members of the Massachusetts Board of Pharmacy.**

[Fred A. Hubbard, Secretary of the Board, was unable to supply his portrait. Mr. Hubbard, in addition to his office on the Massachusetts Board, is this year president of the National Association of Boards of Pharmacy.]



# PHARMACY IN THE DOMINICAN REPUBLIC.

The Drug Trade of a Quaint Country as Seen by an American Traveler—The Primitive Methods Still in Vogue—A Land Without a Jobber—A Glimpse of the Drug Stores in the Historic City of Santo Domingo.

By LESTER H. CARRAGAN.

With the opening of the Panama Canal and the advancement of American ideas into the surrounding territory, the Dominican Republic will undoubtedly improve. There are at present in this Republic about 350,000 inhabitants, including 50 druggists and from 60 to 70 physicians. Many pharmacists not only dispense drugs but also offer medical advice. This explains the small relative difference between the numbers of doctors and druggists.

## THE ABSENCE OF ORGANIZATION.

There are absolutely no wholesalers, each druggist being an importer. The reason for this condition is the general cut-price and cut-throat methods in practice among the trade; there is no confidence, no organization or fraternal feeling among them. The pharmacist who finds his stock of any item exhausted appreciates that he will be charged more if he attempts to secure that article from a neighboring druggist than would be asked of the ordinary layman. Accommodating a competitor is regarded as a great favor and must be paid for handsomely.

Another peculiar feature of pharmaceutical conditions in the Dominican Republic is the fact that each store enjoys no regular patronage. The customer will price an article at a number of stores and then buy from the lowest bidder. This is particularly true of prescriptions. In some cases the customer will inquire of as many as six stores before leaving a 50-cent prescription to be filled.



The pharmacy of Dr. Fermin Goussard, of Santo Domingo City. This is one of the oldest stores in the Republic.



An interior view of the pharmacy of Dr. Goussard.

## PATENT MEDICINES POPULAR.

The people rush to the standard of each new remedy as soon as it is advertised extensively, thus making the life of any older preparation a matter of the greatest uncertainty. In the Dominican Republic there is a greater demand for the various patent medicines than in any other country which I have ever seen. The majority of the druggists make a specialty of this particular line. Furthermore, the physicians, in order to save time and brain work, prescribe patent medicines wherever possible, knowing at the same time that the patient will have more confidence in such medication. As this class of work yields the least profit, the drug business is not a paying investment, and the pharmacist devotes more time and energy to outside interests. This condition is quite prevalent throughout the island.

The stock of a Dominican pharmacy is made up of goods from the United States, France, and Germany. In fact, the entire business is practically divided among these three countries.

The imports from France and Germany consist almost entirely of straight pharmaceuticals and fine chemical products which are produced there at prices very much lower than are possible in the United States. This is due to the fact that labor and materials cost less in Europe than in our own country. It is not so difficult to compete with these goods in Porto Rico, Cuba, Mexico, or South America, where the United States has the benefit

of legislation and lower freight rates. But the freight rates in the Dominican Republic are out of all reason, transportation being very bad and unreliable. The American and his goods are discredited wherever it is possible to obtain others to serve the purpose.

#### THE MONEY STRINGENCY REFLECTED IN SOUTH AMERICA.

The financial condition of the Dominican Republic is very bad, there being a national debt of \$33,000,000. The history of the Dominican customs department is well known to all Americans. The custom house is in the hands of the American government as receiver. A very small portion of the



The store of Dr. Juan Velasquez, of Santo Domingo City, Dominican Republic. This is said to be the best store in the city.



A characteristic street scene in Santo Domingo City showing in the distance one of the gates of the city. Santo Domingo is a walled town and the oldest in this hemisphere.

receipts remain in the country. At present, the local government is trying to float a loan of \$20,000,000 to relieve the financial stringency, which is due in great measure to the present condition in New York. But this loan cannot be floated without the consent of the United States government, which up to the present time does not seem to favor such a measure. The uncertainty of the matter adds to the general depression and there will be very little business activity until this situation is improved.

In view of these unfavorable conditions none of the American houses maintain representatives in the Dominican Republic.

## DR. SPORT'S REMEDY.

By FRANK FARRINGTON.

Having been consulted frequently by rising and energetic young druggists who desired to be cured of energy and ambition, I have devised a course of treatment which will prove effectual in twelve cases out of every dozen.

In order that it may be available for the use of all deserving young men who may not be able to discover a cheap and satisfactory way to eliminate from their systems any vestiges of ambition, I send you my favorite formulæ for publication in your valued periodical:

#### PRESCRIPTION NO. I.

Rx Cigarettes, q. s.

Sig.: Smoke one at once and repeat continuously until the hand shakes freely.

A. PAPER SPORT.

The drug store will fill this prescription on Sunday or any other day. In using the remedy the smoke should be inhaled deeply in order that it may penetrate every portion of the anatomy.

If restless during the night, smoke freely until relieved. The patient will then experience no wakefulness during the day.

#### PRESCRIPTION NO. II.

Rx Beer, q. s.

Sig.: Imbibe ad lib. until non compos mentis.

A. PAPER SPORT.

If this prescription cannot be filled at a first-class pharmacy, try a second- or third-class one.

This excellent remedy for good habits should be taken in large quantities in order to produce the best results. Any tendency toward nausea or dizziness may be counteracted by increasing the dose.

While taking this treatment the patient should abstain from all kinds of work and mingle freely with the common people—the commoner the better.

Dr. Sport will be glad to correspond personally with any one who, after trying his two prescriptions, finds this line of treatment ineffectual.

## BOARD QUESTIONS ANSWERED.

*So much interest has been manifested in our series of answers to board-of-pharmacy questions that we have decided to establish a regular department for the publication of this material.*

## A NORTH CAROLINA EXAMINATION.

## MATERIA MEDICA, TOXICOLOGY, AND POSOLOGY.

1. *Aloe*.—Give official name. Habitat. Varieties. Adulterants. Medical properties. Dose. Name the principal active ingredient and its average dose.

The official name of this drug is merely *Aloe*. Much doubt exists in regard to the various species yielding aloes, and their habitat. It may be sufficient to say that South Africa, East Africa, and the West Indies supply most of the various kinds of aloes. Of the different varieties of this drug, two are official: Barbadoes or Curacao, and Socotrine or Zanzibar. The adulterants are dirt, stones, and foreign bark. *Aloe* is a laxative or drastic purgative according to the dose. It is also an emmenagogue. The average dose is four grains. Aloin is the principal active ingredient and the average dose is  $\frac{1}{4}$  grain.

2. *Santonin*.—Give official name and part of plant from which obtained. Habitat. Dose. Write a prescription for a one-year-old child, in which santonin shall be one of the ingredients, giving usual directions in such cases.

The official name is *Santoninum*, and the official drug is the inner anhydride or lactone of santonic acid, obtained from *santonica*. *Santonica* comes mostly from Turkestan. It grows also in Persia and Russia. The dose of santonin is one grain. A prescription for a one-year-old child would be:

*Santonin* .....  $\frac{1}{2}$  grain.  
*Calomel* .....  $\frac{1}{2}$  grain.  
 Chocolate, a sufficient quantity to make 1 lozenge.

Let the child take the foregoing after fasting one day, and give a teaspoonful of castor oil the following morning.

3. *Opium*.—Give source and how obtained. Describe the drug as seen in commerce. Adulterants. Name the official preparations with their doses. Name the official salts of its alkaloids with their doses. Write a prescription to contain one of these salts together with three other ingredients for a cough syrup, giving the adult dose of same.

*Opium* is the concrete, milky exudation obtained by incising the unripe capsules of *Papaver somniferum* Linné. The drug is seen in irregular, flattened, more or less rounded masses of variable size, and externally is grayish-brown in color. It is often adulterated with an aqueous extract of the capsules and seeds of *Ruta silvestris*; sometimes fresh poppy petals are also pulped and mixed with it. The official preparations of opium, with their doses, are as follows:

*Opium pulvis*,  $\frac{1}{4}$  to 2 grains.  
*Acetum opii*, 3 to 10 minims.  
*Extractum opii*,  $\frac{1}{4}$  to 1 grain.  
*Emplastrum opii*,  $\frac{1}{4}$  to 2 grains.  
*Opium deodoratum*,  $\frac{1}{4}$  to 2 grains.  
*Pilulæ opii*, 1 to 2 pills.  
*Pulvis ipecacuanhæ et opii*, 5 to 10 grains.  
*Tinctura opii*, 5 to 15 minims.  
*Tinctura opii camphorata*, 1 to 4 fluidrachms.  
*Tinctura opii deodorati*, 5 to 15 minims.  
*Tinctura ipecacuanhæ et opii*, 5 to 10 minims.  
*Trochisci glycyrrhizæ et opii*, 1 to 3 troches.  
*Vinum opii*, 5 to 15 minims.

The official salts of opium, with their doses, are:

*Morphinæ acetat*,  $\frac{1}{8}$  to  $\frac{1}{2}$  grain.  
*Morphinæ hydrochloridum*,  $\frac{1}{8}$  to  $\frac{1}{2}$  grain.  
*Morphinæ sulphas*,  $\frac{1}{8}$  to  $\frac{1}{2}$  grain.  
*Codeinæ phosphas*,  $\frac{1}{2}$  grain.  
*Codeinæ sulphas*,  $\frac{1}{2}$  grain.

A prescription for a cough syrup containing morphine is the following:

Syrup of tar ..... 13 fluidounces.  
 Syrup of tolu ..... 13 fluidounces.  
 Syrup of wild cherry ..... 50 fluidounces.  
 Morphine sulphate ..... 8 grains.  
 Water ..... 20 fluidounces.  
 Glycerin ..... 10 fluidounces.

Label: A teaspoonful three times a day.

4. Give in a plain, practical way your definition of the following terms: Antiseptic, Mydriatic, Aphrodisiac, Emetic, Migraine, Germicide, Narcotic, Soporific, Hemostatic, Febrifuge.

An antiseptic inhibits the growth of germs. A mydriatic dilates the pupil of the eye. An aphrodisiac stimulates the sexual appetite. An emetic induces vomiting. Migraine is pain confined to one side of the head. A germicide is an agent which kills germs. A narcotic deadens one's sense of pain by producing complete or incomplete anesthesia. A soporific is an agent which induces sleep. A hemostatic is a remedy which arrests bleeding. A febrifuge lessens fever.

(To be continued.)

## DOLLAR IDEAS.

*The editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, book-keeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.*

### A PRIZE CONTEST THAT BROUGHT TRADE.

*Paul B. Skelley, Lost Nation, Iowa:* I send you this piece of original advertising thinking it may be of value to others. This circular was distributed

### A \$5 Doll or a 500-shot King Air Rifle given away May 1st, 1908



The boy or girl bringing in the greatest number of newspaper advertisements, or ones cut from any circular, book, or pamphlet of any of the following much-advertised articles, will receive their pick of a \$5 Doll or a 500-shot King Air Rifle.

### Contest closes April 30, 1908

All that is necessary is for you to look over your farm papers and cut out the advertisements of the following goods:

Pratt's Stock Food  
Pratt's Poultry Food  
Hess' Stock Food  
Hess' Panacea  
Hess' Instant Louse Killer  
Lee's Liquid Louse Killer  
Lee's Germizone  
Lee's Hog Worm Powder  
Cattle Dip  
Kow Kure  
Mandy Lee Incubators  
Mandy Lee Brooders

I always keep a good supply of these articles, so can supply you at once at the lowest possible price.

**Paul B. Skelley, Druggist**  
*Lost Nation, Iowa.*

less than a month ago, and I must say that I am more than pleased with the results.

Every one was cutting out the ads. mentioned. As one man expressed himself: "The kids had everything in the house cut up." This ad. covered a wider territory and created more interest than any

scheme which I have ever tried. Old ads. which had been filed away were brought forth to serve their function over again. In every neighborhood there is some industrious boy or girl who will make a house-to-house canvass and induce friends and relatives to help in the good work. This scheme impressed upon the people living within a radius of five miles from my store that I carry incubators, stock foods, disinfectants, etc.

### WASH-WATER FOR THE FOUNTAIN.

*James L. Touhy, Salem, New Jersey:* Here is my method of obtaining a supply of clear, running water for washing tumblers and dishes at the fountain. Order from the plumber two wooden boxes 10 inches deep with the other dimensions in due proportion. They should be lined with copper. Keep one box about half full of a strong solution of soda. The other is for the running water and is arranged in the following manner: Have a hole about two inches from the top and connect it with the drain in the sink by a copper pipe. A rubber hose attached to the faucet extends to the bottom of this box. Keep the spigot turned on. Thus there will be a steady stream of clear, clean water running through the rubber tube to the bottom of the tank with a constant outlet through the copper pipe above. This device leaves about eight inches of clear water in the tank. Moreover, there is no splashing. The water at the bottom is continually circulating, whereas if the water falls from the spigot directly into the container, the lower strata of fluid remain unchanged.

### A FLY CHASER.

*A. L. Remington, Silver Springs, N. Y.:* During the season when flies are troublesome every progressive dairyman sprays his cows with some sort of a preparation. There are a number of proprietary mixtures on the market for the purpose, but most of them sell for about a dollar a gallon. I save my gallon olive oil cans, maple syrup cans, and other gallon cans which are not returnable, and put up my own preparation in these containers. It is a "repeater," too. It can be sold at fifty cents a gallon if you wish, or seventy-five cents if you can get it. Here is the formula:

Crude carbolic acid.....1 quart.  
Tanner's oil .....1 quart.  
Crude petroleum .....2 quarts.

## GINGER ALE.

*M. R. Shotwell, Denver, Colorado:* Here is a formula for a splendid ginger ale:

Soluble ess. ginger.....	4 drachms.
Soluble ess. lemon.....	2 drachms.
Fruit acid .....	2 drachms.
Syrup .....	10 ounces.
Caramel, q. s.	
Water, carbonated, q. s.....	4 pints.

The soluble essence of ginger needed for the above formula may be made as follows:

F. E. ginger.....	4 ounces.
Powdered pumice-stone .....	1 ounce.
Water, q. s., to make .....	12 ounces.

Mix and shake well. Let stand a few hours and filter.

The soluble essence of lemon is prepared after this formula:

Ess. lemon .....	2 ounces.
Water .....	3 ounces.

Filter through magnesium carbonate.

## FOR THE ICE-CREAM CABINET.

*M. R. Shotwell, Denver, Colorado:* One of the most convenient money-saving devices which I have ever used may be made in the following manner: Take a piece of galvanized wire about 10 or 12 inches long by one-eighth inch in diameter and bend it as shown in the cut. Push this down over



the edge of the ice-cream can, the horizontal bar being on the inside of the can. This makes a splendid scraper for the disher. On drawing the disher or ladle across the wire, the cream is cut off flush with the edges. This contrivance saves many times its cost during the day, and does the work as well as one much more expensive.

## A BITTER DRINK FOR THE FOUNTAIN.

*James L. Touhy, Salem, New Jersey:* Some time ago we started the sale of a bitter drink at our fountain. It proved a winner. We no longer receive calls for the advertised bottled bitters. We take 1 quart of sarsaparilla syrup, 3 quarts rock candy syrup, and 60 minims of the fluidextract of gentian. Add a little caramel to color like sarsa-

parilla. Serve the beverage in short glasses, using about 1 ounce of the compound to 7 ounces of soda. This is a very pleasant, appetizing drink. Call it by the name of your town. For example, our beverage is known as "Salem Bitters." We keep it in a bottle on the counter where almost everybody will see the name and be tempted to try it.

## GETTING RID OF SODA SYRUP JUGS.

*A. L. Remington, Silver Springs, N. Y.:* Many druggists buy concentrated soda syrups from the manufacturers in one-gallon jugs. The empty containers are not returnable and are often allowed to accumulate in the cellar. If the druggist has any farmer trade at all, it is an easy matter to dispose of the jugs at a good profit. Wash them and soak the labels off. This can be done easily even in cold water. Put in new corks and pile the jugs in a window at the proper time with a sign something like this: "Nice clean jugs to carry water to the hay field, 10 cents."

## HOW TO KILL FLIES IN SHOW-CASES.

*J. A. Scott, Glencoe, Ontario:* Take a small glass mortar, or other suitable container, place in it a small sponge, and pour on the sponge from one to three ounces of formaldehyde. The amount of formaldehyde will depend upon the size of the case. Two ounces is sufficient for one six feet long. Place the mortar containing formaldehyde in the case and close the door tightly. This can be done in the evening. In from twelve to twenty-four hours all the flies will be dead. The formaldehyde may then be removed. The gas liberated will in no way damage the goods in the case.

## A SUPPOSITORY MASS READY FOR USE.

*John J. Stephenson, New York City:* In making suppositories by the compression machine or by hand, a supply of grated cacao butter will make the operation much easier and quicker. Take a half-pound cake of cacao butter and put it on ice for an hour or two to chill it thoroughly. Then rub it on an ordinary horseradish grater, which can be obtained at almost any hardware store for a few cents. Pour the grated cacao butter in a bottle and put it in a cool place. You will save some elbow grease when you get a prescription for suppositories.

## LETTERS.

### THE TRICK OF SELLING THE LARGER PACKAGES.

To the Editor:

One of your contributors some time ago told how he always wraps up the larger package when a patient medicine is called for without asking the size wanted. I think this is a presumptuous practice. The ruse can be easily detected. When customers discern this underhanded trick it causes them to lose confidence.

This is our method: Usually the trade never mention the size when they call for a medicine. Instead of grabbing a \$1 size and handing it out, when as luck will usually have it they want the 50-cent size, we politely and casually ask if they want a dollar bottle, speaking in a confident tone, which elicits an affirmative answer.

You will be surprised how often this works. Try it and see. Don't say anything about the smaller sizes until you see the customer hesitate. Even then, don't drop from the \$1 to the 25-cent package, but try the 50-cent one next. Many times you can sell a 50-cent or \$1 size as easily as a cheaper one. This has been our experience.

#### SOME POINTS REGARDING CREDIT RECORDS.

I saw a report lately in the BULLETIN from some one stating that he always makes a note on the charge slips as to what member of the family actually gets the goods. We have always done this, and more. When goods are bought by telephone we make notation as to who orders them and by whom they are taken out. Also, with children or young people who sometimes have small accounts of their own, we always take their fathers' names. With a party whose credit is considered a little shaky, we note the time the customer promises to be in and pay.

All these things are good points to be observed in business, and nothing is so productive of confidence as the ability to "show the goods" on one's records. But we do more. We use the cash-register slip system: when a bill is paid we always write "thanks" across the bottom of the register slip-receipt, which the customer takes along. Of course this all goes through the carbon onto our slip. People notice and appreciate this little plan.

West Point, Nebraska.

J. F. RUPERT.

### MAKING PERCENTAGE SALT SOLUTION.

To the Editor:

On page 219 of the May BULLETIN you state that the average physician in prescribing 8 ounces of a 1:2000 solution of mercuric chloride has in mind a weight-to-volume solution. You say further that the doctor wants so many grains in so many minims.

Is it correct to figure on the basis of 480 grains to the ounce in the belief that the physician usually wants a weight-to-volume solution? The question is not, it seems to me, what the physician has in mind, but what is the correct way to calculate percentage solutions? I do not think that any examining board in pharmacy would give a perfect mark to this question were it answered your way. It can't be proper to calculate a percentage solution in water on the basis of 480 grains to the ounce. To substantiate my claim I quote Scoville in "The Art of Compounding," page 61, and Oldberg in his "Laboratory Manual," page 167.

New London, Conn.

H. E. RANDALE.

[NOTE BY THE EDITOR.—The BULLETIN holds that this problem is largely a local one. A prescription is correct only when it gives the doctor what he wants. It is the belief of the BULLETIN that most physicians have in mind weight-to-volume solutions in writing prescriptions of this character. It can't be gainsaid, however, that weight-to-weight mixtures are more exact. In analytical chemistry all solutions are figured by weight, but when it comes to practical pharmacy the proposition is different. A physician who prescribes a solution of this character ordinarily expects to have 4 grains of the salt in 100 minims of solution. This is the usual understanding.]

To quote from page 61 of Scoville's "Art of Compounding:" "The object of the dispenser should always be to supply what the physician desires, but physicians differ in their objects in writing for percentage solutions, sometimes desiring them to be made by weight and sometimes by volume, and it is not always possible to tell from the reading of the prescription which the physician desires. This lack of uniformity is shown by the fact that in the two leading hospitals in Boston, each having a large corps of physicians, one corps desires all percentage solutions to be made by weight and the other by weighing the solid and measuring the liquid."]

### THE MOST PROGRESSIVE.

To the Editor:

I told a fellow druggist the other day that the BULLETIN was the most progressive drug journal of the country. I am indebted to the columns of your publication for a great deal of help and for many useful and practical ideas.

Fitchburg, Mass.

D. CHAS. O'CONNOR.



## THREE USEFUL HINTS.

To the Editor:

For the benefit of my fellow pharmacists who wish to profit by my experience I desire to publish a few suggestions regarding a number of preparations.

## ZINC OXIDE OINTMENT.

Divide the benzoated lard into three parts. Melt one portion, add the zinc oxide, heat for a short time, and strain the mixture through cheese-cloth. Heat another part of the lard, pass it through cloth, and at the same time stir the zinc oxide on the cloth. The last portion of the lard is heated and poured upon the cloth while one stirs with a spatula as before. All the zinc oxide passes through the strainer during the process. Then pour the ointment into a porcelain dish and stir until it becomes hard.

## SYRUP OF HYPOPHOSPHITES COMPOUND.

In making syrup of hypophosphites compound I dissolve the salts according to the best directions. In percolating the solution through the sugar I put a small piece of sponge into the mouth of the percolator, having first fastened a piece of cheese-cloth over it. I find that this device prevents the liquid from passing through the sugar too quickly toward the end of the operation, as it does usually.

## AN ICE-CREAM HINT.

In making ice cream I use half an ounce of powdered tragacanth to every 4 gallons of cream instead of the ice-cream powders on the market.

Edwardsdale, Pa.

JOHN LOHMANN.

## HE WANTS SOME ASSISTANCE.

To the Editor:

I have a prescription which is causing a good deal of trouble, and I should like to have you submit it to your readers and call for their comments. Here it is:

Tannic acid ..... 5 drachms.  
Beechwood creosote ..... 2 drachms.  
Alcohol ..... 3 drachms.

The trouble with this has been the formation of a green precipitate on the surface of the liquid. If your readers can throw any light on the subject I shall be very glad to have them do so.

Sault Ste. Marie, Mich.

CHARLES MINER.

## THE SPELLING OF ENGLISH.

To the Editor:

Readers of the BULLETIN may possibly be interested in a recent order which came to us from one

*Lowell Drug Store  
Please send me a bottle  
of Paragoric  
and send me something  
good for a baby 4 years  
old for vomiting and  
free diarrhea  
we can't keep nothing  
on her stomach*

of our customers. It shows how the English language is capable of use if one only has sufficient ingenuity.

EMIL E. STEINER.

Lowell, Washington.

## AGREES WITH MR. BODEMANN.

To the Editor:

I observe Mr. Bodemann's suggestion in the department of "Letters" in the June BULLETIN that the N. A. R. D. or some other body establish a fund whereby each druggist would pay \$1 or less at the death of a fellow druggist for the benefit of the family. I think the plan a very good thing and am ready to join such a movement.

Lansford, Pa.

J. A. QUINN.

To the Editor:

The "Sterbekassen" system suggested by Mr. Bodemann is by all means well worth considering. Why not have the N. A. R. D. take the matter up, look into the death-rate, and fix an assessment? It would do more toward making the N. A. R. D. of real value to the druggist than anything that has been done yet.

N. S. GROSSMAN.

Cleveland, Ohio.

## THE FAMILIAR LOTION OF GLYCERIN, BENZOIN, AND ROSE WATER.

To the Editor:

A nice, creamy lotion of glycerin, benzoin, and rose water may be made in the following way: Macerate 90 grains of quince seed in 2 pints of rose water for one hour. Strain, add 1 pint of

glycerin, and mix thoroughly. Then add, with constant agitation, 9 drachms of tincture of benzoin, strain immediately, let the mixture stand several hours, and strain again. By this process I secure a preparation which will not separate on standing.

F. C. HOTTEL.

Cleveland, Ohio.

#### AN EFFECTIVE AND ECONOMICAL SILVER POLISH.

To the Editor:

I make a polish which I have used for some time. It is very satisfactory for cleaning silver, as it does not scratch. Here is the formula:

Shave up one large cake of ivory soap and dissolve it in 20 ounces of water. Add 2 ounces of glycerin, mix thoroughly, and then gradually add 1 pound of English precipitated chalk. Stir the mixture thoroughly, and then add 1 ounce of potassium cyanide which has been previously dissolved in 6 ounces of water. Mix again.

This polish is very cheap to make.

Cleveland, Ohio.

F. C. HOTTEL.

#### THEIR METHOD OF MAKING SIMPLE SYRUP.

To the Editor:

We observed in the department of "Dollar Ideas" for June, 1908, Thompson and Hagan's method of making simple syrup.

This is our way: Knock out the bung of a clean

half barrel. Put in 25 pounds of the best granulated sugar and 2 gallons of water. Drive the bung in and agitate the container on a soda-fountain rocker for fifteen or twenty minutes. By this method one may produce as nice a syrup as he can make by percolation. Of course the syrup may be rendered heavier by adding more sugar.

Marengo, Ill.

H. M. RICHARDSON & Co.

To the Editor:

I get more that is practical, more that I need, more that helps me in my daily business from the columns of the BULLETIN OF PHARMACY than from all other pharmaceutical publications that I see. I would not, and could not if I would, run my business without it. I have been in business upwards of thirty years, and I have in that time taken a great many drug journals.

W. G. WHITE.

Richmond, Ky.

* * *

To the Editor:

We wish to take this opportunity to say that we could not keep house without the BULLETIN. We find so many good things in it that it is difficult to say from which department we receive the most benefit.

MITCHELL & EGBERS.

Canon City, Colo.



THE PHARMACY OF D. CHAS. O'CONNOR IN FITCHBURG, MASS.—A portrait and sketch of Mr. O'Connor appear in "The Hall of Fame" department of the BULLETIN this month. It only remains in this place to show the interior of the O'Connor store and to repeat that it is one of the best patronized pharmacies in the city of Fitchburg. Its window displays have been particularly notable, and many of them have appeared from time to time in the BULLETIN.

## BUSINESS HINTS.

### A Circular on Flavoring Extracts.—

Mr. Joe Christopherson, manager of the McCoy pharmacy, Dassel, Minn., believes thoroughly in pushing flavoring extracts in competition with grocers. He gets up the finest

### Rich Pure Strong Flavoring Extracts

¶ No one knows so well what they mean as the busy housewife, and no one feels the disappointment more keenly than she, when she fails to bring out the beauty and delicacy of a dish through the use of an inferior extract or one of unknown strength.

¶ There is no need for disappointment.

¶ You can get the very best of extracts.

¶ Perhaps you have never thought of OUR STORE when you wanted something real good in this line. We have all kinds of them.

¶ We know a few things about extracts and spices. It has been a part of our study. That is the reason we like to TALK EXTRACTS and also the reason we think that we can put up and give you a superior article than you are in the habit of getting.

¶ We would like to have you THINK of us when you think of EXTRACTS. We know that you will be satisfied, and when next you need anything in the way of flavorings YOU WILL COME BACK.

¶ The price of our extracts is a very little higher, perhaps, than the ordinary, but please take into consideration the fact that they will go several times farther than most others, and not only that, but they give you the TRUE FLAVOR. THAT is what you are looking for.

¶ Our Lemon and Vanilla are 15 cents per ounce and 2 for 25 cents. All others are 10 cents.

¶ We sell all kinds of spices and can give you anything you want in the way of flavoring extracts.

¶ We solicit a trial order.

**McCoy Pharmacy**  
Dassel, Minnesota

extracts that he possibly can and then talks quality. We are presenting herewith a reproduction of one of his recent circulars.

### Two Neat Cards.—

Every now and then the BULLETIN receives a piece of advertising which rises above the generally accepted copy. Such are two of the Bradshaw cards which have reached us recently. They offer a good example of the printing art. The ink is red on a light chocolate background. While the

color is lost in the accompanying reproduction we deem it well to publish the text:

In looking over our soap case the other day I was surprised to see how many kinds we really did carry. I found that we had in our stock 77 kinds—these were made up of all the popular selling brands, such as Cuticura, Pear's, Roger's and Gallet's, Pinaud's, Good Hair, Castile, etc., etc.

Then besides these I noticed several other of our large selling brands that sell from 10 cents, 3 for 25 cents, up. Then there was the American Castile that sells for 10 cents in pound cakes.

Well, in short, nearly every soap needed for the house was there.

BRADSHAW THE DRUGGIST,  
King Avenue, near Neil, Columbus, Ohio.

Our Toilet Goods case was never so complete as now—we have never had such an up-to-date line of toilet necessities, never were so well supplied to satisfy the most exacting lady in making her dressing table complete. We have Richard Hudnut's line, Parker Pray's Manicure Goods, Lazelle's Toilet Waters and Perfumes, Woodviolet Sachet, Massage Creams, Cold Creams in all sizes, Talcum Powders, Dry Shampoo, Scissors, Orange Wood Sticks, and so on through the entire list.

Bradshaw's Theatrical Cold Cream sells for 25 cents the ¼-pound and 39 cents the ½-pound tin. Bradshaw's Talcum (the most dainty violet odor) sells for 25 cents, and Willow's Almond Cream for 25 cents.

BRADSHAW THE DRUGGIST,  
King Avenue, near Neil, Columbus, Ohio.

### The Store Picture on a Postal.—

Driskell Brothers, of Ghent, Ky., sell a post-card representing a street scene in the town. A glance at the photo-



graph reveals a view of the Driskell store, giving the owners some free advertising—not a bad idea!

### Announcing a Twenty-fifth Anniversary.—

The main Evans's store, at 1106 Chestnut Street, Philadelphia, recently celebrated the twenty-fifth year of its existence. By way of commemorating the occasion, the management distributed a small booklet 3½ by 6 inches in dimensions. The front cover bore the announcement, "Evans's Twenty-fifth Birthday." There were five pages of text well thought out and cleverly expressed. The opening paragraphs read as follows:

Nobody cares about store birthdays—not even quarter-of-a-century birthdays—but a million-dollar-a-year drug business (Evans's \$1,122,549.26 in 1907) is a twenty-five years' wonder.

Would you like to know our secret?

Our secret is so simple that it almost seems foolish to tell it. But it is of interest to every man or woman in Philadelphia because it will enrich the business man who practices it, and will put money into the pocket of every man and woman who deals with that kind of a store.

Run the business as customers would want it run, if they knew all the facts—that's the secret which has made our business grow as easily and as naturally as water flows down-hill.

Then follows a history of the store. To quote further:

Now you know our secret. We didn't make Evans's. You, the people, made it. We just kept our ears and eyes open to your wants.

You wanted an honest, careful, and businesslike drug store—we gave you that. You wanted a store to be at home in, to get proper,

respectful, and prompt service—we gave you that. You wanted medicines and druggists' sundries at commercial prices—we gave them to you. You wanted a gift place, and got it. You wanted good soda and candy—you got that.

This has made us grow from one little store to five stores, known all over the United States, and a laboratory; from \$10,950.47 a year to \$1,122,549.26; from three employees to four hundred and fifty-five.

On the back cover appeared the familiar slogan, "Get it at Evans's."

#### Advertising Toilet Accessories.—

A wide assortment of these goods is sold by D. Chas. O'Connor, of Fitchburg, Mass. Some idea of the extent of the line may be had by reading the following ad.:

## Keep Clean

Doesn't mean keeping your house or clothes clean—means personal cleanliness. Keep **yourself** clean. How? Well, of course, bathing; but note its aids:

Pure Castile Soap.....	5 and 10c. cake
French Soaps, 4 odors, 25c. quality.....	10c. cake
Physicians' and Surgeons' Soaps.....	10c. cake \$1.00 doz.
Rubber Sponges.....	25c., 50c., 65c. 75c.
Mediterranean Bath Sponges.....	25c., 50c., 75c., \$1.50. \$2.00
Bath Gloves.....	30c. pair
Flesh Gloves (soft).....	25c. pair
Turkish Gloves.....	25c. pair
Reversible Washing Gloves.....	30c. pair
Wash Cloths.....	10c. each
Violet Ammonia.....	25c. bottle
Perfumed Bath Powder.....	25c. bottle
Bath Brushes (with detachable handles).....	\$1.00
Toilet Waters.....	25c., 50c., 75c., 85c. \$1.00
Talcum Powders.....	15c., 17c., 20c., 25c., 50c.
Sea Salt.....	15c. bag, 2 for 25c.

Water and what we offer keep the complexion clean, clear, and sweet. Let's wind up as we started—

## Keep Clean!

Get "KEEP CLEAN" Supplies at

## The White Drug Store

D. CHAS. O'CONNOR, Pharmacist.

243 Main Street.

#### Advertising Buttermilk at the Fountain.—

William C. Alpers, Sc.D., the well-known pharmacist of New York City, has recently gotten out a very attractive booklet on soda water. He sent out 3000 of them by mail to a carefully selected list of names. In each booklet was a ticket granting the holder a free glass of soda water when presented at the pharmacy. Incidentally it may be remarked that Dr. Alpers has this year made a feature of buttermilk served at his fountain. The last page of the booklet contained the following text:

#### A FEW WORDS ABOUT OUR BUTTERMILK.

We make it *fresh* every day on our premises. Neither the fat nor the casein of the milk is removed from it. It is therefore a rich, nourishing drink. You will find it superior to cocoa, beef tea, or wine, and your system, when fatigued by either physical exertion or mental

work, will derive untold benefit from its use. If in doubt, ask your physician about it. A diet of Buttermilk, such as we serve at our fountain, is beneficial to the sick, the convalescent, and particularly to the ailing infant.

Come and try a glass.

It need only be said in conclusion that in the preparation of his buttermilk Dr. Alpers uses the Lactone Tablets made by Parke, Davis & Co.

#### A Handsome Soda Menu.—

The Norris Pharmacy of South Whitley, Indiana, makes a special bid for fountain business. An attractive menu booklet about 3 by 4 inches in dimensions and containing 16 pages is distributed to all patrons. The first page reads as follows:

#### GREETING.

It is with pleasure that we invite you to become a patron of our New Soda Fountain. It affords many advantages over our old fountain, and by its use we are enabled to attain the highest perfection in making pure, wholesome, and delightful beverages and fancy dishes; and we shall be untiring in our efforts to see that all of these are daintily and properly served.

We hope to see you at our fountain often, and wish to inform you on the following pages of the many sweet and juicy things we have for you to eat and drink. New ones will be added from time to time during the season.

* * *

The contents of the menu are rendered attractive by witty sayings and conundrums scattered throughout the list of beverages. Here are a few taken from the text:

#### TOASTS.

Whilst we together jovial sit  
Careless, crowned with mirth and wit,  
We'll think of all the friends we know  
And drink to all worth drinking to.

Knock and the world knocks with you,  
Boast and you boast alone;  
This bad old earth is a foe of mirth  
And has a hammer as big as your own.

Here is to love, the only fire  
Against which there is no insurance.

The text is printed in blue ink surrounded by an ornamental chocolate border. The paper is smooth white. The cover, however, is a rough gray stock bearing a slight floral design of a chocolate shade. The whole arrangement is decidedly artistic.

#### Advertising Paris Green.—

This is a good idea. G. T. Simmons, of Kathryn, N. D., is soliciting business on Paris green by means of postal cards printed on stock of a Paris-green color. They read:

## BUY YOUR

## PARIS GREEN

At the drug store and get only the best.

G. T. SIMMONS,

REGISTERED PHARMACIST.

KATHRYN, N. D.

These postals are sent out to farmers, fruit growers, and owners of gardens. Such a mailing card ought to bring returns.

## A Pair of Ads.—

B. S. Cooban & Co., of Chicago, have adopted a slogan for their olive oil ads.: "When buying Olive Oil it pays to buy the best—Cooban." This alliteration appears frequently

"When buying Olive Oil it pays to get the best"—Cooban.

## Our Imported Olive Oil

IS GUARANTEED  
ABSOLUTELY PURE

This is important in view of the many adulterated concoctions that flood the market. A favorite adulterant is Cotton Seed Oil, which has a value of 3½c. or 4c. per pound, while Olive Oil is worth 75c. per pound. This gives an illuminating reason why Cotton Seed Oil is frequently palmed off as Olive Oil despite the fact that a portion of Cotton Seed Oil will not digest, for it is gum! Nice stuff to take in the stomach of even a very healthy person!

You can rely upon our Italian Olive Oil being perfectly pure. As a food and a medicine it is fast replacing Cod Liver Oil, for it possesses all the food and tonic properties of Cod Liver Oil without the latter's nauseous and disagreeable effects.

Half pint bottle, - 35c. Pint bottle, 60c.

**B. S. Cooban & Co.**

559 West 63d Street, CHICAGO

For Indigestion and Kindred Ills try

## Cooban's Dyspepsia Tablets

## THEY QUICKLY BRING RELIEF

For ten years these tablets have been on the market. For ten years (to use a metaphor) they have been preaching the doctrine of sound health through a sound stomach. When one's stomach bothers him the entire system seems out of gear. There is nothing more distressing than Dyspepsia, Flatulence, Heartburn, and kindred ills. There is no more speedy or effective remedy than Cooban's Dyspepsia Tablets.

PRICE, 25 CENTS

Prepared only by

**B. S. Cooban & Co.**

559 West 63d Street, CHICAGO

in their advertising literature. The text on dyspepsia tablets is well expressed and shows a neat typographical arrangement.

## Bidding for Prescription Business.—

In a store paper entitled "Sherwood's Drug Bulletin" we notice a forceful prescription talk. Our readers will find it suggestive should they attempt any advertising of a similar nature:

## BE SURE ABOUT YOUR PRESCRIPTIONS.

If the medicine upon which the doctor depends lacks in properties, his best efforts will come to naught, and the patient will become worse because of the disappointment as well as the unchecked progress of the disease.

Doctors never make allowances for medicines of less than STANDARD strength. They use only the best, expecting that drugs of the same character will be used in compounding their prescriptions.

A drug may be pure, however, and yet lack potency—a condition often brought about by age. Impure goods would be no more disappointing to both physician and patient.

We supply the wants of hundreds of the leading physicians of this city and those in the neighboring towns. They use our supplies in their daily practice, and the care we exercise in the selection of high standard drugs which meet the exacting demands of critical doctors will appeal to every man or woman who realizes the importance of dependability and purity.

Our able prescriptionists never lose sight of the responsibility attached to their duties, and put into the compounding of every prescription the skill, accuracy, and conscientiousness which come only from careful training and experience.

## A Soda Fountain Ad.—

To serve good soda does not relieve one of the necessity of impressing that fact upon customers. An announcement of B. S. Cooban & Co., in Chicago, will prove suggestive. It appeared in a four-page folder 5½ by 7 inches. The paper

was light-blue, while the ink was a dark shade of the same color, giving an attractive typographical effect. The third page read as follows:

## OUR SODA FOUNTAIN.

The appreciation that has been accorded our efforts to serve the best Soda Water it is possible to produce is proved by a constantly increasing patronage. We appreciate in return the fact that the public look to our fountain for the best in Soda Service, and we shall endeavor to merit that patronage.

The Ice Cream served at our Soda Fountain is acknowledged to be the finest which can be made. It could not be otherwise, because we use only the richest cream obtainable and freeze it ourselves.

All flavoring syrups are of the best quality, made from fresh, luscious fruits exclusively; Huyler's Chocolate is used in making our delicious chocolate syrup.

You never get a glass of Soda here that is flat, insipid, or lacking in refreshing goodness.

As a work of art our Soda Fountain stands preëminent—has every modern improvement attached for the production of Soda Water of the highest quality.

B. S. COOBAN & CO.,

559 W. 63d Street, Corner Normal Boulevard.

## An Energetic Firm in Buffalo.—

The Smither & Thurstone Drug Co. has one of the finest pharmacies in Buffalo. The store is of double width and is very deep. Recently, moreover, the accommodations have had to be increased, and a new addition to the building brings up the total floor space to nearly 10,000 square feet. There are 25 employees altogether, and an average of 100 prescrip-

THE PIONEER PHARMACY OF THE ELMWOOD DISTRICT.



THE "GREATER" ELMWOOD PHARMACY,

COR. ELMWOOD AVE. AND BRYANT ST.

SMITHER & THURSTONE DRUG CO., Prop.

The foundation for our store was laid in 1880. General Avenue was opened at this point and the foundation for this new business was laid to the confidence of our patrons.

During two decades as we have seen the Elmwood District take rank amongst the most popular residential sections in the country it has been our CONSTANT AIM to secure a reputation for RELIABILITY AND SQUARE DEALING, furnishing only the best goods at the lowest prices. Results—We have celebrated our 25th Anniversary by a third enlargement of our store, and by the addition to the building, bringing up its total floor space to nearly 10,000 ft., probably the largest Dispensary Pharmacy in the State.



THE ONLY ALL-NIGHT PHARMACY ON THE WEST SIDE.

During the Pan-American we decided to keep our pharmacy open continuously day and night and our doors have not been locked in 2 years. A feature, which has given us an accumulation to many of our customers.

PHONE.  
Bell, Bryant 312.  
Frontier 4274

Ice Cream Soda 365 days in the year—this year 366.
































tions a day are dispensed the year around. The pharmacy is located out in the so-called "Elmwood" residence district, and a series of ads. are now being mailed monthly to everybody in that section of Buffalo. One of the ads. is shown in the accompanying reproduction. The original was 5½ by 9¼ inches, and the other side of the card bore a list of prices of popular toilet articles, household helps, and the like.

# PRACTICAL PHARMACY.

## Symbols Used in Ancient Pharmacy.—

At a recent meeting of the Midland Pharmaceutical Association in England Sir James Sawyer, M.D., F.R.C.P., lectured on "Ancient Apothecaries' Symbols." He distributed a chart by way of illustration, which we reproduce herewith.

The supposed derivation of these characters is amusing but interesting. The sign of acetum was a Maltese cross. Acetic acid vinegar was not in vogue in those times. Possibly the xxx of a barrel of ale were also abbreviated

Acetum ....		Menses ....	
Antimonium ....		Ignis ....	
Aqua ....		Tin: Jupiter ....	
Aqua fortis ....		Oleum ..	
Aqua regia ....		Plumbum Saturn ..	
Aqua vitæ Brandy ....		Sal Commune ....	
Argentum: Silver: Luna		Sal Marinum ....	
Argentum vivum: Quicksilver: Mercury		Sal Nitrum: Saltpetre	
Aurum: Sol. ....		Spiritus Vini ....	
Borax ....		Sulphur ...	
Chalybs: Steel: Iron: Mars ....		Tinctura ...	
Crocus: Saffron ....		Urina ....	
Cuprum: Venus ....		Vinum ....	
Hora ....		Vinum Album ....	
Dies ....		Vinum Rubrum: ...	
Nox ....			

Maltese crosses. Antimony was indicated by a picture of the orb of the eye. An ointment of black antimony was at one time in use for the eyes. Aqua had a sign symbolical of falling water; Luna for silver explained itself; and the shield and spear of Mars stood for ferrum.

The symbol R at the head of a prescription was not an abbreviation of recipe as usually supposed, but was a corrupted form of the sign of Jupiter, and really constituted an invocation to that god.

## Antigonococcic Serum.—

Of considerable importance is the announcement of Parke, Davis & Co. that an antigonococcic serum has been perfected and placed on the market. We are told that this is a product analogous to antidiphtheric serum in its method of manufacture. Whereas antidiphtheric serum is made from the blood of the horse, however, antigonococcic serum is pre-

pared from the blood of rams—rams which have been treated with gradually increasing doses of cultures of the most virulent strains of gonococci until they have developed immunity, and until the antitoxin has been produced in the blood. Several articles have appeared in the medical journals indicating that the new serum is of very great benefit in chronic conditions following the acute stage of infection. The acute stage of the disease itself, however, does not seem to lend itself to treatment by the product. The serum finds its greatest usefulness in sequelæ such as gonorrheal arthritis (rheumatism), prostatitis, epididymitis, and orchitis. Reports from physicians who have used the antitoxin indicate that it has done its work satisfactorily in 67 per cent of the cases.

## Liquid Extract of Cascara.—

A Manchester pharmacist, John H. Franklin, read a useful article before the British Pharmaceutical Conference on a new method for preparing liquid cascara. He declared that his formula makes an excellent aromatic syrup:

Cascara sagrada in No. 20 powder...20 ounces.  
Glycerin .....8 fluidounces.  
Strong solution of ammonia.....80 minims.  
Distilled water.....a sufficiency.

Moisten the cascara sagrada with 15 ounces of distilled water and set the mixture aside for six hours. Then pack it loosely in a percolator and percolate with more distilled water until the powder is exhausted; evaporate the percolate to 12 fluidounces, cool and add the glycerin. Allow the mixture to stand, filter, and add to the filtrate the strong solution of ammonia.

If the ammonia is not added, the liquid is miscible, but loses its brilliancy in half an hour; with the addition of ammonia solution, as prescribed, the liquid remains clear, is richer in color than the B. P. liquid extract, is more palatable, does not deposit on keeping, and is perfectly miscible with water. It is also less costly to prepare than the B. P. preparation, and is probably more active. When the glycerin is added to the evaporated percolate, it dissolves some of the deposit produced by the application of heat during evaporation, and this probably accounts for the supposed increased action as a laxative, and also for the ease with which the product can be filtered. A very considerable increase of the alkali over the quantity recommended does not apparently interfere with the activity of the drug.

## Incompatibles of Argyrol.—

Dr. V. Demandre (*Répert. de Pharm.*, through the *Druggists Circular*) has investigated the incompatibility of argyrol, with the following results: Argyrol is not precipitated by caustic alkalis or albumin, or by acetic acid in the cold. Acetic acid with heat causes its precipitation. Tannin precipitates it. Hydrochloric and trichloroacetic acid decompose argyrol, liberating metallic silver in the form of a fluffy powder of brownish-black color. The alkaline chlorides in small quantities after a while yield a slight white deposit of silver chloride, and in saturated solution they precipitate the argyrol in the cold without decomposing it, while with the aid of heat they form silver chloride and set free the albuminoid matter, which can be found in the filtered liquid. Ammonium sulphate in saturated solution completely precipitates argyrol in the cold without decomposing it. The substance is also incompatible with the hydrochlorides of a number of alkaloids, and with copper sulphate. Solutions containing only argyrol keep without change if preserved in amber-colored bottles and protected against light.



## BOTANY AND MATERIA MEDICA.

Monthly review by OLIVER A. FARWELL,  
Botanist of Parke, Davis & Co.

### Beukess Boss in Hemorrhoids.—

Beukess Boss is the native name of an Orange River Colony plant that has been identified as *Lippia scaberrima* Sonders. It has some reputation as a hemostatic, and is used chiefly in the treatment of hemorrhoids; to some extent it is also tonic and aperient. Power and Tutin have made a chemical analysis of the plant and have found that it contains about 0.25 per cent of an aromatic essential oil with a specific gravity of 0.9500,  $D+7^{\circ} 36'$ ; lippianol, a new crystalline monohydric alcohol,  $C_{23}H_{46}O$ ; heptacosan,  $C_{27}H_{54}$ ; hentriacontan,  $C_{31}H_{64}$ ; a small amount of paraffin melting at  $80^{\circ}$ ; phytosterol,  $C_{27}H_{46}O$ ; unsaturated alcohols having one double valence and the probably common formula  $C_nH_{2n-4}O$ ; formic and butyric acids in a free state, together with the esters of these and of valerianic, arachinic, and linoleic acids; two yellow crystalline substances, in very small quantities, each melting at about  $267^{\circ}$ ; and a trace of a crystalline substance melting at  $123^{\circ}$ ; inactive glucose and a glucosidal substance which could not be isolated, and which, outside of glucose, produced only indeterminate hydrolytic products. For the detailed methods of analysis, etc., we refer our readers to the *Archiv der Pharmacie*, vol. 245, No. 5.

### Acocanthera Venenata.—

This apocynaceous shrub of South Africa yields the arrow-poison of the Hottentot or Bushman; its Kaffir name is *Ubuhlungu benyoka*, meaning an antidote to snake venom. It reaches a height of ten or twelve feet and bears broadly lanceolate or oval, mucronate leaves; white, trumpet-like flowers with a pinkish tinge; and berries of the size and color of a large purple grape. All parts of the plant are poisonous, and in overdoses cause violent vomiting. The glucoside is said to differ from the *Acocantherin* of Fraser, which is obtained from *A. Schimperii* and other species from the northern part of Africa. According to G. E. Oliver in the *Chemist and Druggist* the natives prepare it by making a decoction of the plant, straining, and then boiling down to a syrupy mass, when fresh euphorbia juice is mixed with it. It is then smeared over the arrowheads.

### Source of Chinese Rhubarb.—

Professor Tschirch, of Bern, has conclusively shown in the *Archiv der Pharmacie* that "southern" Chinese rhubarb from the district of Szetschwan is derived from *Rheum officinale* Baill., and the "northern" from the Kuku-noor district, from *R. palmatum* Lin. var. *tanguticum* Maxim. The identity of the former was determined at Kew from plants grown from seed gathered by Mr. Wilson from plants yielding the "southern" rhubarb, and the latter at Bern from plants grown from the seed gathered by Dr. Tafel from plants yielding the "northern" rhubarb.

### New Oil from the Philippines.—

Consul R. P. Skinner, in *Daily Consular and Trade Reports*, says in regard to a new oil-producing nut: "Sample

lots of nuts, known in Manila as "lumbang" nuts (faux baucolier abrasin), and kimiré nuts in Java, have been received in Marseilles, and have produced an oil closely resembling linseed oil. It is stated that these nuts are worth about 30 francs per 100 kilos (\$5.79 per 220 pounds) in Marseilles, as against 41 francs (\$7.91) for small white Bombay sesame seed, 33 francs (\$6.37) for shelled arachides, and 30 francs for palm-kernels and Illipi nuts. This new oil-making material appears to have a positive commercial value, and deserves attention at the hands of Philippine exporters and American oil crushers."

### Yohimbe Bark.—

According to the *American Druggist* an exhaustive study of this bark, which is used more extensively in Europe than in this country, both in veterinary medicine and for man, appears in the *Pharmaceutische Centralhalle*, No. 42, 1907, thoroughly reviewing our present knowledge of the bark. The crude drug closely resembles cinchona bark and comes in fragments or quills up to three-quarters of a meter in length by 4 to 8 millimeters in thickness. It is said to contain four alkaloids—yohimbine, yohimbenine, and two others—amounting in all to from 0.3 to 0.5 per cent.

## BOOKS.

### A NEW BOOK ON PHARMACY.

**PRACTICAL PHARMACY.** A description of the machinery, appliances and methods employed in the preparation of galenicals, with an account of pharmaceutical testing and the assay of crude and manufactured drugs, together with a short treatise on the art of dispensing. By E. W. Lucas, F.I.C., F.C.S., Pharmaceutical Chemist, late member of the Board of Examiners of the Pharmaceutical Society of Great Britain, etc. Second edition; 8vo, 423 pages. J. & A. Churchill, London, 1908. \$5.00 net.

This book covers about the same ground as the usual treatise on pharmacy, but in a more concise way, and in a less elementary fashion than the common treatise. The author assumes that the reader is familiar with chemical and physical theories, and aims to give such details as the worker needs for his various operations.

Under "Weights and Measures," for instance, the legal standards and the allowable errors in weights and measuring implements are given, with full tables, but little reference is made to theoretical considerations. So under the subjects of Heat, Comminution, Extraction, Expression, Filtration, Dialysis, etc., the author aims to give the methods and apparatus best adapted for the economical execution of processes, with no more explanation than may be necessary for the proper understanding of them.

The book is written preëminently from the standpoint of usefulness, and contains many practical suggestions that are original with the author.

Part I treats of General Processes and Description of Apparatus; Part II of Pharmacopœial Preparations, and these refer to the British Pharmacopœia and English preparations; Part III is devoted to Assaying and Testing; Part IV to Dispensing; and Part V consists of reference tables.

The English basis of the book will limit its usefulness to American pharmacists, yet there is much in it that will be found helpful.

WILBUR L. SCOVILLE.

## QUERIES.

*Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

### *Liquor Conditions in Michigan.*

A. B. W. wants to know whether he can sell liquor in Michigan on physicians' prescriptions without taking out a liquor license. The most concise reply would be a definite "No." We have, however, submitted the question to Mr. C. M. Woodruff, a Detroit attorney who has devoted much attention to pharmaceutical jurisprudence, and we have his reply as follows:

"Let me point out that a physician's prescription cuts very little figure in the Michigan liquor law. You will observe that the druggist may sell liquors for chemical, scientific, medicinal, mechanical, or sacramental purposes only, if he sells in strict compliance with the law. He is prohibited from selling to minors even for such purposes except upon the written order of the parent or guardian; from selling to any intoxicated person even for such purposes, or to any Indian or person of Indian descent, or person whose husband, wife, parent, child, guardian, employer, and others named in the law have notified him not to sell to; he is also prohibited from selling liquor to any person to be used as a beverage, or to be drunk on the premises, or to be mixed or drunk with any beverage drawn from a soda fountain, etc.

"In selling liquors for chemical, scientific, medicinal, mechanical, or sacramental purposes, the druggist must not only observe the above restrictions, but he must in addition keep a suitable blank book in which he, his clerk, or his employee shall keep the names of persons to whom he sells, the dates of sale, the amount and quantity of liquor sold to each person, the purpose for which it is purchased as stated by the purchaser; and this book shall be open to all persons for examination during all business hours. Failure to keep the record involves severe penalties. In order to sell for these purposes the druggist must file a bond on or before the first day of May in each year, or before commencing business, in \$2000 with two or more sufficient sureties who shall be freeholders, etc. The form of bond is prescribed upon pages 1689 and 1690 of the Compiled Laws of Michigan, edition of 1897."

### *Removing Stains from Marble at the Fountain.*

D. F. H.—The following methods for removing stains from marble appeared recently in the *Soda Fountain*: Mix quicklime with strong lye to the consistency of thick cream, and apply to the marble surface with a brush. Leave the mixture on over night and wash off in the morning. If this is of no avail, mix 4 ounces of soft soap with an equal quantity of whiting, add 1 ounce of sodium hydrate and  $\frac{1}{2}$  ounce of copper sulphate in powder, and boil the whole together for fifteen minutes. Rub this mixture while still hot over the

marble, using a piece of flannel on a stick for the purpose. Leave the application in place for twenty-four hours, and then wash off.

Oil stains may be removed by applying a paste of common clay and benzin. Iron rust and iron inks are treated as follows:

Butter of antimony.....1 part.  
Oxalic acid.....2 parts.  
Soft water.....32 parts.

Dissolve, adding enough whiting or flour to make a thick paste. Apply evenly with a brush and leave on for a few days. If the stains are still visible, repeat the operation.

To restore the polish of the marble after these applications have been used, take a piece of felt (an old felt hat is just the thing), wrap it around a stick of wood of the proper size, and with water and emery proceed to rub down the marble until an even surface is obtained. The emery powder should be in graded sizes, the coarser sizes being used first, the finest flour of emery at the finish. This treatment will leave a comparatively fine gloss on the surface, which may be heightened by rubbing with putty powder and fine cotton rags, and finishing with silk. No water should be used toward the last.

### *The Sale of Poisons in Iowa.*

E. C. N. writes: "In selling poison on prescriptions in Iowa, is it necessary for the purchaser to sign his name in the register? If so, where? Must the name of the purchaser be entered and also the person to whom the goods are delivered?"

No person in Iowa shall sell at retail any poisons enumerated in the legal schedule without affixing to the bottle, box, or other package containing the poison, a label bearing the name of the article and the word poison distinctly shown, with the name and place of business of the registered pharmacist from whom the article was obtained, nor sell or deliver such poison unless upon due inquiry it be found that the party receiving it is aware of its character and represents it to be used for proper purposes, nor sell or deliver these poisons, without entering the same in a book kept for that purpose, the date of sale, the name and address of the purchaser, the name of the poison, the purpose for which it was represented to be required, and the name of the dispenser, which book shall be open for inspection by the proper authorities and preserved for at least five years. It is provided, however, that these restrictions do not apply to the sale of patent medicines, or to drugs used in the filling of prescriptions written by physicians, veterinary surgeons, or dentists.

### *The Preparation of Beef Peptone.*

L. P. S. asks us to publish a process for making "peptone."

We presume the querist refers to a meat and not to an egg or milk peptone. Meat being our principal nitrogenous food affords the most useful peptone, and the product of its artificial digestion closely represents the general properties of all the albuminoid peptones. It may be obtained as follows:

Lean beef, finely cut.....2 pounds.  
Muratic acid, sp. gr. 1.18.....5 drachms.  
Water .....10 pints.  
Pepsin, a sufficient quantity.

All fat and sinews are to be removed from the meat before it is chopped. It is then digested for twelve hours at a temperature of 45° C. (113° F.) in the acidulated water with a slight excess of pepsin. The quantity of pepsin necessary can only be determined by ascertaining

the strength through actual experiment. The mixture is to be agitated from time to time, and the temperature must be carefully attended to. Below 40° C. the digestion becomes quite slow, and above 50° there is danger of destroying the pepsin, a result which surely follows near 70°. The mixture, at first like porridge, becomes more fluid by degrees, and in from two to six hours is almost transparent. It is then a mixture of peptones and syntonin, coagulable by heat or nitric acid.

After twelve hours the liquid is strained and filtered. Rapid filtration is a sign that the operation has been carried far enough. Another test is that the filtrate is coagulated by neither ebullition nor nitric acid.

The liquid is now saturated with bicarbonate of soda, and evaporated on a water-bath, till a pellicle forms on the surface of the product. At this stage it has, when cold, a specific gravity of 1.15, and contains very nearly one-half of its weight of solid peptones. It has a dark-yellow color, a slight and not unpleasant smell, and an acidulous taste, like concentrated broth, in no way repulsive. Meat usually yields about one-third of its weight of this concentrated preparation, which keeps for a long time without molding or undergoing alteration of any kind. As solutions of albumen and syntonin are prone to rapid decomposition, this is another test indicating the success of the operation.

When, on the contrary, the manipulation has been faulty, the liquid is brown instead of yellow; it soon becomes turbid, and acquires a strong smell and an unpleasant taste.

### Lead Carbonate in a Face Preparation.

M. R. S.—"Flake white" is a term usually applied to amorphous lead carbonate. We question the advisability of incorporating a lead salt in any preparation to be used often. It may cause lead poisoning by absorption.

### LIQUID FACE POWDERS.

Here are a number of recipes for liquid face powders which have been borrowed from *The Spatula*. No lead salt appears in any of them:

(1) Dissolve 6 ounces of bismuth subcarbonate in enough hydrochloric acid and add water to the solution as long as a further addition produces a precipitate. Collect the precipitate on a clean white filter-paper and wash it at least for ten days in order to remove all acid. Then press the moist precipitate through a fine bolting cloth by the aid of a spatula. To this precipitate add 34 ounces drop chalk, rub the mixture thoroughly with one pint of alcohol in which 20 drops of oil rose geranium or otto rose has been dissolved, and finally dilute the mixture to 2½ gallons by the addition of orange-flower water. The well-shaken mixture is then filled in suitable bottles.

- (2) Zinc oxide ..... 2 ounces.  
Glycerin ..... 1½ ounces.  
Water ..... 1½ ounces.  
Tinct. balsam of Peru ..... 2 minims.  
Tinct. storax ..... 2 minims.

Rub the zinc oxide with the glycerin, add the tinctures to the water, and then mix this with first mixture.

- (3) Zinc oxide ..... 3 drachms.  
Precipitated chalk ..... 2 drachms.  
Spirit bergamot ..... 10 minims.  
Alcohol ..... 3 drachms.  
Water ..... 2 ounces.

- (4) Oxide bismuth ..... 1 ounce.  
Glycerin ..... 2 drachms.  
Rose water ..... 7 ounces.  
Bay rum ..... ½ ounce.  
Perfume, a sufficient quantity.

### A Strange Discoloration.

"Canada" writes: "Would you kindly let me know through your columns what reaction takes place in the following: We dispensed first the ordinary 'lead and opium' solution—a 4-ounce bottle. The next day the doctor brought the container in and asked to have camphor liniment, 1 ounce, added. We did so. The other day he brought the bottle in again and wanted us to inform him what kind of stuff we had dispensed, as it had turned quite dark—almost black. We told him what we thought the reaction was, but the doctor could not see it that way. The result was that the discussion waxed warm, and we came to terms on the condition that we would write you to explain the problem. The color when the mixture was first dispensed was a light brown, and on the addition of the camphor liniment there was a very slight change, but on standing the reaction took place."

Lead and opium wash does not produce a black precipitate

with camphor liniment. The mixture should be decidedly light-brown in color.

If the lead and opium wash be made with lead subacetate, as some desire, then it might be expected that lead may partially saponify the oil and afterward react with the sulphur compound in the oil to form the black lead sulphide.

### How Should He Label It?

D. D. D. asks how a preparation made after the following formula should be labeled to accord with the requirements of the food and drugs act:

Tincture chloride of iron ..... 4 ounces.  
Potassium chlorate ..... 1 ounce.  
Mercuric chloride, corrosive ..... 1 grain.  
Glycerin ..... 1 pint.  
Water, enough to make ..... 5 pints.

Mix and take one teaspoonful every two hours.

The specification "Alcohol, 3 per cent," should appear on the label, and also on the carton if there be a carton, directly underneath the title, in 8-point capitals. There is no ingredient in the formula with the exception of the alcohol in the tincture chloride of iron which the law requires shall be mentioned on the label.

The formula itself need not be given unless D. D. D.



A UNIQUE PHARMACY IN BOSTON.—Cheney & Co., druggists at 15 Union Street, in the lower down-town district of Boston, have one of the most interesting stores in the city. So far as the business is that of an ordinary retail pharmacy, it does not differ markedly from other drug stores. The interesting thing about the establishment is that it has a large custom among clairvoyants, fortune tellers, "Indian medicine" people, and patrons of this character. It furnishes them with the crude drugs and the plant mixtures which they believe to possess peculiar merits. The three upper floors of the building are largely used for milling and storing crude drugs of this character; and it is only a simple fact that vegetable drugs may be procured of Cheney & Co. which it would be exceedingly difficult to find anywhere else in the country.



A GROUP OF GRADUATES.—Prof. H. V. Army, dean of the Cleveland School of Pharmacy, sends us two pictures of this year's graduating class of his institution. They are both shown on this page.

desires to print it. He does not give us the name of his product: this, according to the rules and regulations, must not be misleading in character, and the word "cure" should not appear upon the label or in the literature.

#### *A Rare Fault: Too Little Water.*

W. H. W. & Co. submit a formula for an embalming fluid which they claim will not produce a clear solution. Their customer argues to the contrary. The fluid is composed of:

Formaldehyde .....	11 pounds.
Glycerin .....	4 pounds.
Borax .....	25 pounds.
Saltpeter .....	25 pounds.
Boric acid .....	1 pound.
Eosin (1-per-cent solution) .....	1 ounce.
Water, sufficient to make .....	10 gallons.

Dissolve the borax and boric acid in water. Heat and stir to aid the solution. Add the saltpeter. When complete solution is effected, add the glycerin and formaldehyde. Lastly add the eosin.

W. H. W. & Co. are right. There is not enough water in this embalming fluid to keep the salts in solution.

#### *Removing Ink Stains.*

S. C. G.—Milton Kuhn, 100 William Street, New York City, uses the following method for removing ink stains: He soaks the garment for a few hours in a concentrated solution of sodium perborate. It does the work, he declares, without having any deleterious effect upon the goods.

Another method is the following: Make a concentrated solution of equal parts of citric, tartaric, and oxalic acids. Apply this mixture to the stain. It takes out most of the ink. A brown iron salt remains behind, which may be removed by touching the spot with one or two drops of sodium hypochlorite solution or very dilute hydrochloric acid. Finally apply water again.

This process is very effective and will not injure the fabric unless it be unusually delicate.

#### *A Deposit in Turpentine.*

C. & S. write as follows: "We have had trouble with our can of turpentine. We draw the spirit of turpentine from the barrel into a tin oil tank. It is clear when we put it into the tin container, but later develops a precipitate. How do you explain this? In former years we never had any such

trouble. Can you suggest any way of overcoming the difficulty?"

The deposit is an oxide of iron (or rust) due to the oxidizing action of the turpentine upon the iron in the metal container. Use a wooden receptacle instead of a tin one and there will be no such deposit—or leave the spirit in the can as short a time as possible. The truth of this explanation follows at once from the observation that the spirit of turpentine is clear while it remains in the barrel, but shows a precipitate upon contact with metal.

#### *Some Specialties for the Soda Fountain.*

F. W. R.—Here are a few unique drinks which may assist you in getting up something novel for the development of your soda trade:

##### ALHAMBRA CREAM.

Prepare a syrup as follows:

Peach syrup .....	2 fluidounces.
Orange syrup .....	6 fluidounces.
Vanilla syrup .....	9 fluidounces.
Cream .....	7 fluidounces.

In serving, draw about 1 ounce of this syrup into a 12-ounce glass, fill the glass half full with the coarse stream of carbonated water, and "finish" with the fine stream.

##### ALHAMBRA SYRUP.

Peach syrup .....	3 fluidounces.
Orange syrup .....	8 fluidounces.
Vanilla syrup .....	12 fluidounces.
Cream, to make .....	32 fluidounces.

Serve "solid" in 8-ounce glasses, or with foam in 12-ounce glasses.

##### ALMOND CHOCOLATE.

Almond essence .....	1 fluidrachm.
Chocolate syrup .....	32 fluidounces.

Serve with cream or ice cream in 12-ounce glasses.

##### ANGEL FOOD.

Vanilla syrup .....	1 fluidounce.
Red orange syrup .....	2 fluidounces.
Ice cream .....	2 ounces.
Shaved or cracked ice .....	¼ soda glassful.

Shake together in the usual manner, strain into a 12-ounce glass, nearly fill the latter with the coarse stream of carbonated water, and "finish" with the fine stream.

##### ARIOM.

Apricot syrup .....	½ fluidounce.
Peach syrup .....	½ fluidounce.
Rose syrup .....	½ fluidounce.
Cream .....	2 fluidounces.
Shaved or cracked ice .....	½ soda glassful.

Shake together the same as any other egg drink, strain into a 12-ounce glass, add the coarse stream of carbonated water to nearly fill the glass, and "finish" with the fine stream of carbonated water.



A GROUP OF GRADUATES.—It is evident from both these photographs of the Cleveland graduates that the boys are very proud of the feminine representation in their class.

## Colored Fires.

M. K.—To make colored fires, the ingredients should be fairly dry and should be sifted and put into a well-corked, wide-mouth bottle, and so kept ready for mixing. They are mixed with a wooden spatula and sifted several times.

## BLUE.

Copper oxide.....	2 ounces.
Sulphur .....	4 ounces.
Potassium chlorate.....	6 ounces.
Potassium nitrate.....	8 ounces.

Mix.

## WHITE.

Black sulphide of antimony.....	6 drachms.
Quicklime .....	1 ounce.
Sulphur .....	2½ ounces.
Potassium nitrate .....	8 ounces.

Mix.

Formulas for red and green fires appeared on page 218 in this department of the May BULLETIN.

## How to Make a Laundry Soap.

S. B. desires a recipe for making a good laundry soap.

A good, common hard soap may be made from clean tallow or lard and caustic soda, without any very special skill in manipulation. The caustic soda indicated is a crude article which may now be obtained from wholesale druggists at a very moderate price. A lye of average strength is made by dissolving the soda in water in the proportion of about 2 pounds to the gallon. For the saponification of lard, a given quantity of the grease is melted at a low heat, and one-fourth its weight of lye is then added in small portions with constant stirring; when incorporation has been thoroughly effected, another portion of lye equal to the first is added, as before, and the mixture kept at a gentle heat until saponification appears to be complete.

If the soap does not readily separate from the liquid, more lye should be added, the soap being insoluble in strong lye. When separation has occurred, pour off the lye, add water to the mass, heat the mixture until it is dissolved, and again separate by the use of more strong lye or a strong solution of common salt. The latter part of the process is designed to purify the soap and may be omitted where only a cruder article is required. The soap is finally remelted on a water-bath, kept at a gentle heat until as much water as possible is expelled, and then poured into frames or molds to set.

## Strawberry Sundae.

R. A. G.—Here are four recipes for strawberry sundaes. They were contributed to *The Spatula* by E. F. White.

## PLAIN STRAWBERRY SUNDAE.

Fill an 8-to-the-quart cone full of ice cream, place the contents in a champagne glass, and pour over it a ladle of your special strawberry. Let the public see that you can furnish them something extra fine.

## ORIENTAL STRAWBERRY SUNDAE.

Fill an 8-to-the-quart cone rounded full of ice cream, place it in a champagne glass, and pour over it a small ladle of the crushed fruit. Peel half a banana, cut it into thin slices and place them around the sides of the cone. Serve a dish for ten cents.

## NEW YORK SUNDAE.

This is another good one to serve when fresh fruit is in season. Fill an 8-to-the-quart cone full of ice cream. Plain vanilla can be used, but half vanilla and half strawberry are preferable. Over this put the usual amount of crushed strawberries and a little champagne syrup. Top with whipped cream and a maraschino cherry.

## VENETIAN SUNDAE.

Place a cone of ice cream in a champagne glass, pour over it a portion of crushed strawberries, and over this sprinkle chopped pecan meat.

## Cleaning Barrels.

C. & R. have a number of empty barrels on hand. Some were used originally for coca-cola and others for oily preparations. C. & R. desire to clean these barrels so that they may be used as containers for drinking water.

Use a hot soda solution. Follow this with plenty of hot water and then dry the container. If this procedure does not remove all trace of oil, repeat the treatment with hot soda solution, and, after drying, paraffin the barrels. Water placed



A WHITE DRUG STORE.—This picture is an excellent likeness of Cook's Drug Store, of West Point, Miss. The show cases and fixtures are finished in white. Everything is spotlessly clean. C. B. Cook & Co. enjoy a prosperous business and attribute much of their success to the cleanliness of the place.

in a wooden receptacle which has been subjected to this thorough cleansing ought to remain free from any foreign taste or odor.

## An Impracticable Formula.

M. J. desires to know how to prepare the following mixture:

Bismuth salicylate.....	512 grains.
Fluidextract of red gum.....	640 minims.
Salol .....	16 grains.
Pancreatin .....	32 grains.
Pepsin .....	32 grains.
Aromatic and antiseptic oil,	
sufficient to make.....	16 ounces.

As there is evidently no space left for the addition of water or gum which would aid in forming an emulsion we suggest that the solids be first powdered. Then the oils and fluidextract may be added. On the whole, however, the formula is thoroughly impracticable.

## Ammonia for Domestic Use.

W. F. G. writes us as follows: "I would be pleased if you could furnish me with a formula for 'household ammonia.' I am aware of the fact that most preparations of the kind consist simply of aqua ammonia; but others contain additional ingredients which improve the product."

We suggest the following compound:

Borax .....	120 grains.
Oil of cinnamon.....	1 drop.
Oil of cloves.....	1 drop.
Oil of citronella.....	1 drop.
Alcohol .....	1 fluidrachm.
Ammonia water.....	32 fluidounces.

Dissolve the borax in the ammonia and the oils in the alcohol. Mix the two solutions.

## A Sand Flea Exterminator.

C. S. S. writes: "Can you furnish me with a formula for destroying sand fleas?"

Try carbolic acid in dilute alcoholic solution. Flowers of sulphur, used as a powder or mixed by agitation with water containing a little glycerin, ought also to depopulate a nest of fleas.



*Bordeaux Mixture.*

J. N. M.—The article most generally employed for spraying fruit trees and bushes is Bordeaux mixture, and may be made after the following formula:

Copper sulphate.....	6 pounds.
Fresh lime.....	6 pounds.
Water.....	45 gallons.

Dissolve the copper sulphate in a wooden or earthen vessel, using 4 or 5 gallons of water, which, if hot, will act more quickly. In a separate vessel slake the lime and rub until all lumps are broken. Then strain and stir slowly into the copper solution. Dilute and use as soon as possible.

The mixture should not stand over twenty hours, as it tends to spoil. Where a good quality of lime is used, 4 pounds will do for 6 pounds of copper sulphate, but it is best to use plenty of lime, as any free sulphate will burn the foliage. Four ounces of Paris green may be added to each 45 gallons of this liquid for all except peach and other stone fruits. For these use only 2 ounces. This makes the best and safest combined insecticide and fungicide for general use. Its chief disadvantage is its spotting the fruit and its liability to be washed off the foliage by rains.

*A Straw Hat Cleaner.*

L. W. R.—The following has been printed in the BULLETIN two or three times in recent years:

Put up a powder containing 2 drachms of either tartaric or powdered oxalic acid. Place two powders in an envelope with the following directions:

"Wash the article to be cleaned with soap and water. Dissolve the contents of one package in two tablespoonfuls of soft water, and apply with an old tooth-brush, rubbing well until all stain is removed. Dry with a soft cloth. It is best to remove the hat-band, but if this is not done and the band is discolored by the cleaner, a little ammonia water will restore the color.

*Artificial Cider.*

G. & B.—To 25 gallons of soft water add 2 pounds of tartaric acid, 25 or 30 pounds of sugar, and a pint of yeast; put the mixture in a warm place, and let it ferment for fifteen days; then add the flavoring matter to suit the taste. The various fruit ethers which are used for the purpose may be bought from any wholesale drug house.

*A Dandruff Cure.*

M. J.—We are not in a position to analyze the mixture which you submit. The following formula has, however, been recommended as a dandruff cure:

Acid salicylic .....	12 parts.
Phenol .....	4 parts.
Castor oil.....	12 parts.
Alcohol, sufficient to make.....	180 parts.
Perfume to suit.	

Mix and make a lotion. Apply once or twice daily.

*Short Answers.*

G. E. P.—As an antidote for formaldehyde poisoning, solution of ammonium acetate should be given, followed by demulcent drinks of white of eggs or flaxseed. Use a stomach-pump afterwards.

L. R.—The preparations sold under the title of aqueous extracts of golden-seal are usually prepared like the official "glycerite of hydrastis" of the Pharmacopœia.

H. W.—A glycerol of chloral hydrate for internal use may be made by dissolving 180 grains of chloral in an ounce of water and adding 4 drachms of glycerin.



A PROSPEROUS PENNSYLVANIA PHARMACY.—This picture represents the People's Drug Store, of Newcastle, Pa. Mr. Beales, the proprietor, has shown himself to be one of the most progressive business men in the town. Recently he had his pharmacy enlarged and remodeled. Six tasty mission tables and sets of chairs were installed to accommodate an increasing soda-water patronage, and to give more room for the sale of goods. Mr. Beales also added several handsome show-cases. The improvements cost about a thousand dollars, but will doubtless prove a good investment.



# BULLETIN OF PHARMACY

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## THE BULLETIN OF PHARMACY

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## THE MONTH'S HISTORY.

**THE ASSOCIATIONS PROSPEROUS.** The various State pharmaceutical associations of the country are holding their meetings during these summer months, and on the whole the conventions seem to be unusually well attended and more than ordinarily successful. Thus the New York association registered an increase in membership of 150; the Kentucky association reported that 325 applications had been received and that the membership had been nearly doubled; while the attendance was so great at the Connecticut meeting that the 250 badges which had been prepared for the occasion were insufficient to go around and many members consequently had to go without them. As we reported last month in reviewing some of the earlier State gatherings, the subjects

most under discussion this year have been the N. F. and U. S. P. propaganda, pure food and drug legislation, the liquor question, and the necessity of restricting the sale of carbolic acid. A new issue has also been presented with respect to the solicitation of entertainment funds from jobbers and manufacturers, and we shall report upon this more fully in a later paragraph. The associations in Connecticut and Massachusetts had such successful gatherings, and found so many subjects of importance to consider, that the advisability was seriously discussed of holding semi-annual meetings—the winter session to be primarily devoted to legislative problems which are then uppermost.

* * *

### THE ASSOCIATIONS AND LEGISLATION.

The Connecticut association, indeed, presented quite a number of propositions for legislative action. Among other things, it was proposed to have the laws so amended that whenever a member of the Board of Pharmacy ceases to be actually engaged in the practice of pharmacy, or whenever he engages in the tutoring of prospective applicants for the board examination, he shall cease to be a member of the board. It was also proposed that the Board of Pharmacy be given power to revoke the registration certificate of any pharmacist convicted of the illegal sale of liquor, and that carbolic acid be put upon the "registration of poisons" list. The latter proposition was for some reason voted down. At the Minnesota meeting President Holverson dwelt on the importance of legislation restricting the sale of carbolic acid and gave statistics showing the appalling number of accidents and suicides resulting from the use of this poison. Out in California a resolution was adopted instructing the Legislative Committee to have the act regulating the sale of poisons so amended as to prohibit the sale of carbolic acid in quantities of less than one pound, "except in solutions containing not over 5 per cent of carbolic acid and 10 per cent of grain alcohol." At the New York meeting the members "roasted" Governor Hughes for vetoing the Whit-

ney pure drug bill and decided to have it reintroduced in the State legislature next year. At the Maryland and one or two other meetings it was suggested that some legislation be enacted restricting the dispensing privileges of physicians.

* * *

#### THE ASSOCIATIONS TO PAY THEIR OWN WAY.

The familiar practice of soliciting entertainment funds from jobbers and manufacturers was pretty strenuously discussed at several of the State gatherings. At least three of the associations—those in New York, Connecticut, and Massachusetts—voted that this practice would hereafter be abandoned, and in one or two instances it was expressly declared that contributions would not be accepted even when voluntarily tendered. The idea was, as expressed so vigorously by James F. Finneran at the Massachusetts meeting, that the retailers ought to have and do have independence enough to stand the expense of their own entertainment. President McBride, addressing the New York association, expressed his opinion that applications for funds outside the membership were in effect “nothing more than a polite hold-up” which should no longer be tolerated. Entertainment expenses, he insisted, should be contributed by the local associations throughout the State, supplemented by the sale of entertainment tickets at the annual meeting.

* * *

#### ASSOCIATION ADVERTISING A HOLD-UP?

At the Massachusetts convention the discussion went farther yet and touched upon the solicitation of advertisements for the annual proceedings. Somewhat to the surprise of the members it was discovered that the association had “farmed out” the publication of its proceedings to an advertising man who paid \$100 annually for the privilege, and that by leading advertisers to believe they were helping the association he had made a fat thing for himself out of the proposition. It may be said in this connection that a number of the State associations, realizing that the solicitation of advertising matter for the annual proceedings is in truth a request for charity, have for years omitted the advertising pages entirely. This is notably true also of the A. Ph. A. Reverting to the subject of entertainment funds, it may not be without significance that the N. A. R. D. people have decided this year not to raise money in the regular way by seeking contributions from jobbers and manufac-

turers, but to have all their entertainments at the Atlantic City meeting in the nature of a “Dutch treat.”

* * *

#### PRESIDENT MALOTT ON THE LIQUOR QUESTION.

The liquor question was pretty strenuously discussed at a number of the State gatherings. It was realized that the present wide-spread movement for temperance presented the drug trade with a problem which calls for both careful and determined action. President E. B. Malott, addressing the Kansas association, said among other things:

There is sweeping over this land a wave of public sentiment which calls for a restriction in the sale of alcoholic liquids. No sane person will argue that this is a short-lived, feeble movement, having its origin in the vaporings of a few fanatics, for it is indorsed and encouraged by the solid and substantial element of our people. When the Kansas prohibitory law made the saloon an outlaw, and entrusted the sale of liquors to the registered pharmacist, it was not the intention of its authors to convert drug stores into saloons or to concede their owners any privileges which might be construed as permitting the unrestricted sale of liquors. The popular demand for a further restriction of the sale of alcoholic liquors is almost national in its proportions, and nowhere has this wave reached its height, not even in Kansas. The days of the “joint” drug store are numbered in our State, and the druggist who fails to read the handwriting on the wall and to trim his sails accordingly, is not wise, and he may some day find his little bark wrecked upon the rocks or sailing for other ports, driven by unfriendly winds.

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#### DEBATES AT OTHER MEETINGS.

At the meeting of the Connecticut association the liquor question became the leading issue, and a number of propositions were made looking toward the establishment of suitable legislative restrictions. Many members of the association believed, and urgently insisted, that a complete divorce ought to be established between pharmacy and the liquor business, and these men were for taking the sale of liquor entirely out of the hands of druggists, or else restricting it very severely to physicians' prescriptions. It was finally voted, however, as we have already reported this month, that the existing law be so amended as to give the Board of Pharmacy power to revoke the registration certificate of any pharmacist convicted of the illegal sale of liquor. It was also voted to attempt an amendment to the liquor law which would compel druggists, as others are already compelled, to be the bona-fide owners of their business before they may secure liquor licenses—a plan which will tend to

prevent the owners of druggists' licenses from farming them out for illegitimate purposes. The liquor question was pretty thoroughly discussed at the meeting of the Massachusetts association, and the effort will be made between now and winter to get together on some form of restrictive legislation looking toward the solution of the problem so far as pharmacists are concerned.

* * *

**PROFESSOR  
KAUFFMAN'S  
ADMONITION.**

The significance of the present liquor situation to the druggists of America was pointed out incidentally in an address delivered some weeks ago to the graduating class of the Pittsburg College of Pharmacy by Prof. George B. Kauffman of Columbus, Ohio:

The recent remarkable progress of temperance reform is presenting to the pharmacist another serious problem very difficult of solution. With the elimination of the saloon, the traffic in alcoholics is practically driven to the drug store. The self-respecting pharmacist will not accept it, yet the other kind is not wanting, and, what is worse, in some so-called "dry" districts two drug stores exist where was but one before. The inference is plain, and grave danger exists that the entire profession will fall into disrepute by reason of such practices. I regard this as the greatest danger now confronting us, and hope to impress you with a sense of your duty to stand against such an invasion of our honorable calling.

By way of bearing out Professor Kauffman's words, it is only necessary to say that repeated instances are coming to our attention week after week where druggists are being arrested in this State or that for violating the local-option or prohibition laws. On our desk as we write is a huge collection of newspaper clippings, and if we had either the space or the inclination to print them the moral would be pointed in a most convincing manner.

* * *

**THE LIQUOR  
PROPRIETARIES.**

Elsewhere in the present issue of the BULLETIN, in the department of "Contributed Articles," we are reporting at some length upon the recent action of the Internal Revenue Department at Washington in publishing a supplementary list of patent medicines which are to be considered beverages in the eyes of the law, and which may therefore be sold only by those druggists and other merchants who are in possession of government licenses as retail liquor dealers. About 125 proprietaries have now been placed under the ban by the government. It

seems very evident that the government authorities are determined to continue their investigations until every article which lends itself to employment as a disguised beverage has been made to come out into the open and suffer the restrictions of sale thrown by the government around liquors in general. In prohibition States and "dry" sections the question is of particular significance, for it would seem that in such places the proscribed proprietaries may not be sold at all. A complete and detailed list of the tabooed preparations will be found in the article to which we have already referred, printed on another page in this issue of the BULLETIN.

* * *

**A SUMMER  
DIVERSION.**

The BULLETIN has been highly edified during the last month or two by a very choice and warm encounter which has taken place between the *Bulletin of the A. Ph. A.* and the *California State Journal of Medicine*. Editor Hallberg of the former paper said some tart things regarding the unfortunate practice in San Francisco of paying prescription commissions to physicians, and he intimated or perhaps expressly declared that many San Francisco doctors withheld their patronage from druggists who would not lend themselves to this species of "graft." Editor Jones of the *California State Journal* immediately considered himself and his profession insulted, and called upon Editor Hallberg for an apology. More than that, he wanted all the officers of the A. Ph. A. to apologize. *N. A. R. D. Notes*, the *Pacific Pharmacist*, the *National Druggist*, and one or two other journals joined in the fray, and the pot has been calling the kettle black with a vengeance. If it were not for some of these summer diversions, the hot weather of the last few weeks would have been intolerable. When Jones and Hallberg are arrayed on opposite sides of a question, a football contest between Yale and Harvard is not in the same class at all.

* * *

**DRUG INSPECTION  
IN OHIO.**

Contained in the annual report of the Ohio Dairy and Food Commissioner is a very interesting subsidiary report rendered by Prof. James H. Beal, the official drug inspector of Ohio. Professor Beal declares that in the large majority of instances where inferiority has been discovered in drugs collected from pharmacies throughout the State, the

deficiency in quality has been found to be due to one or more of the following reasons:

1. The deterioration has been caused by improper methods of preservation. This is especially true in the case of drugs and medicines which are injured by exposure to light. When such samples have been found, the proper method of preservation has been pointed out.

2. The use of obsolete formulas in manufacture. Not a few instances have been found where druggists are using formulas found in pharmacopœias and dispensaries which have long since been superseded by revised editions.

3. Mistakes in the translation of the metric formulas of the Pharmacopœia into the old or apothecaries' systems of weights and measures. Where such mistakes have been found, the druggist has been advised to avoid a repetition of the error by procuring the weights and measures recognized by the Pharmacopœia.

4. Adulterations and deficiencies in drugs and medicines not prepared by the pharmacist himself, and usually of a character not easily discovered by such tests as the average retailer is able to apply.

It is gratifying to note that the cases of actual and wilful adulteration discovered have been comparatively few, showing that the improvement in drug quality which has been going on for some years still continues. When evidences of wilful adulteration have been discovered, the prosecution of the guilty parties has been recommended. Evidences of wilful adulteration have been most frequently found in tincture of iodine, tincture of opium, and spirit of camphor.

* * *

#### A SERIOUS SHORTCOMING DISCLOSED.

Regarding reason No. 2 in the foregoing enumeration, that involving the use of obsolete formulas, Professor Beal reports that 58.2 per cent of the stores visited throughout the State possessed the last edition of the U. S. P. Only 31.1 per cent of the druggists, however, had the last edition of the N. F. Of those druggists who did not possess the latest revision of the U. S. P., perhaps a third of them had a late dispensatory or other work on pharmacy containing the present official formulas. In other instances the druggists were entirely unprepared to make N. F. and U. S. P. goods in accordance with the existing directions—a condition of things which is of course exceedingly unfortunate. Out in North Dakota, Food Commissioner Ladd declared that only 124 druggists out of the 190 in the State were found to have copies of the last U. S. P. Reverting to Professor Beal's report, it is gratifying to discover that the use of wood alcohol in the manufacture of medicinal preparations has practically ceased—so far, at least, as Ohio is concerned. Professor Beal explained that throughout the year, when shortcomings have

been discovered in druggists' supplies, circulars had been sent out to every pharmacist in the State notifying him of the conditions of the market, and thus giving him a chance to correct his stock in time.

* * *

#### N. A. R. D. POLICIES.

As the Atlantic City meeting of the N. A. R. D. draws on apace, much is heard regarding the future policies of the organization. "Joel Blanc," writing in the *Pharmaceutical Era*, expresses his conviction that the N. A. R. D., if it is to prove a permanent success, must revert to its policy of price correction. He believes that the N. F. and U. S. P. propaganda interests only a minority of druggists, that it is not in any sense a national issue, that it is an ethical rather than a commercial question, and that for these reasons it will not prove sufficient to sustain the organization. So far as price protection is concerned, he thinks the contract plan should be pushed to the uttermost on the one hand: on the other he would initiate a vigorous and systematic campaign looking toward an amendment to the Sherman act. We quote him in part:

Let us have a Legislative Committee whose task is something more than to stand around the corridors in Washington and be snubbed by our public servants. Let some of the strong men who have suffered such indignities put their worthy efforts to the gathering of an army that no public servant will dare to insult. Give such committee the power to appoint subcommittees in every State, city, and town. Let us go to the grocers, the hardware dealers, booksellers, haters and all others who suffer the same injustice that we do. Already their organizations declare that price protection is the vital issue. Let us shake off our apathy, get rid of our professional exclusiveness and work with our brothers in other vocations. Let us coöperate with them. Yes, let us confederate with them! The paramount issue of the N. A. R. D. is the amendment or repeal of the Sherman law.

In the meantime there is much discussion as to the selection of a successor to Secretary Wooten, for on the discovery of the right man depends much of the future success of the organization. Several candidates have been mentioned, and there is likely to be a pretty warm contest in Atlantic City.

* * *

#### THE NEW ENGLISH PATENT LAW.

Those American pharmacists who have long been concerned with the subject of patent-law reform as applied to drugs, and particularly the exhorters along this line in the N. A. R. D., will be interested to know how Great Britain has attacked the problem. Parliament has recently enacted a statute

which, going into effect on the first of this month, will compel the foreign holders of English patents, under penalty of forfeiture, to manufacture the protected articles within the United Kingdom. This means that the German and American producers of "synthetics" and other similar articles must establish British factories, and it is estimated that up to the present time the law has caused the investment in England of over 25,000,000 pounds sterling of foreign capital, principally German. For this reason the measure has become one of the most popular to be enacted by the present British government. One of the two patent-reform bills introduced in the last Congress by Mr. Currier contained a provision similar to that made the basis of the British law. The English law gives four years' grace to new products and one year to those already patented.

* * *

#### THE SALE OF POISONS.

A peculiar case involving the druggist's responsibility in the sale of poisons has just been decided in New York State. Solomon Goldberg went into one of the stores of the Hegeman corporation, bought ten cents' worth of corrosive sublimate, told the clerk what he expected to use it for, and asked him if he should dissolve it in water or alcohol. The clerk replied that he didn't know. Goldberg sustained injuries for which the jury awarded him damages amounting to \$250. The case was appealed, but the verdict was upheld. The court's reasoning was that "when the plaintiff asked for a drug for a particularly specific purpose, and when the defendant sold him a drug for this purpose, the latter impliedly represented the drug to be suitable for the purpose for which it was sold." This certainly does strike us as peculiar law. Is the druggist to be held responsible for every freak use to which a customer may desire to put a drug?

* * *

#### THE SODA-FOUNTAIN PEOPLE ORGANIZE.

Representatives of thirty of the leading soda-fountain, fountain-equipment, and supply houses in the United States organized "The National Soda Fountain Association" at a meeting held last month at the Hotel Astor in New York City. William P. Anderson, of the J. Hungerford Smith Company, of Rochester, N. Y., was chosen temporary president; L. A. Becker, of L. A. Becker & Co., of Chicago, temporary vice-president; D. O. Haynes, pro-

prietor of the *Soda Fountain* and *Pharmaceutical Era*, temporary secretary; and C. F. Rauchfuss, of the Liquid Carbonic Company, temporary treasurer. These officers and A. H. Lippincott, of the A. H. & F. A. Lippincott Company, of Philadelphia; John Couch, of the Bishop-Babcock Company, of Cleveland, Ohio; and F. N. Randall, of the Randall Grape Juice Company, were selected members of a temporary executive committee. Provision was also made for an annual meeting, the date for which will be fixed by the executive committee. There is much that such an association can do for the advancement of the industry as a whole. Furthermore, the organization is created at an opportune time, when the sentiment against intoxicating liquors is bound to react in favor of healthful and innocuous drinks like soda.

* * *

Twenty-five years have passed since Dr. Frederick B. Power was appointed Professor of Pharmacy by the Board of Regents of the University of Wisconsin. In commemoration of this event, and in recognition of his services to pharmaceutical education and science, the University, at its last annual commencement, bestowed the honorary degree of Doctor of Laws on Dr. Power, who for the last twelve years has been director of the Wellcome research laboratory in London, England.

* * *

It was announced last month that William R. Warner & Co., manufacturing pharmacists, had become incorporated, and that large blocks of stock had been purchased by G. A. and Henry Pfeiffer of the Pfeiffer Chemical Co. of St. Louis. While the Pfeiffers will be represented among the officers, William R. Warner, Jr., will retain his position as president.

* * *

At last year's meeting of the A. Ph. A. a resolution was adopted asking the A. M. A. to appoint a committee to act with a similar committee from the A. Ph. A. upon matters of interest common to both organizations. At this year's meeting of the A. M. A. the request was granted and a committee of three was appointed for the purpose.

* * *

A movement is under way in Chicago, and is being quite systematically promoted in some sections of the city, to raise the price of ice-cream soda from 5 to 10 cents.

## EDITORIAL.

### RURAL STORES PROGRESSING.

Of late years there has been a steady influx of city people into the country. Improved railroad facilities, interurban communication by telephone and street-car, have made the rural districts more inviting than ever.

Druggists have not been slow to fall in with this movement. In small towns throughout the Northwest, for instance, are to be found scores of Chicago-bred pharmacists. Have they been forced to leave their former homes by the stress of strong competition? Not exactly. They have simply followed the line of least resistance, feeling that in the country they could not only save more money, but enjoy a feeling of greater security than is possible for a man of limited means in a metropolis.

Do they succeed in their new environment? How could they help it? The city atmosphere has bred in them an appreciation of all that gives a store distinction—modern fixtures, attractive windows, and the like. Having lived and labored in the midst of competition, every business-getting method has been developed, from the cultivation of the doctor to the courteous treatment of the customer. Thus they come unknown into a community and in a short time build up a good business. So equipped, how could they fail?

All this has had a stimulating influence on the rural stores. The country pharmacist no longer enjoys a monopoly in his district. There is no telling when a competitor may bob up on the next corner. That sort of thing happens every day in the large cities, and it is occurring with increasing frequency in the small towns. Consequently, the country druggist has come to realize that being first in the field, or even alone in a locality, does not make him lord of all he surveys. His privilege must be cherished. He should run his store in a manner that will discourage newcomers. Slovenly service and an ill-kept store only invite further competition. A druggist looking about for a good location always estimates the strength of the other fellow. The pharmacy with good patronage, sound credit, and modern equipment is pretty apt to be let alone. But from him that hath little may be taken away.

All this has stimulated a general awakening among the country druggists. They are well posted

on advertising methods. Their windows are attractive. Their fixtures are new. The show-cases look inviting. In fact, barring the matter of cut-rate prices, there is little difference between the country and city pharmacies of to-day.

### A LEFT-HANDED COMPLIMENT.

During the course of a year the BULLETIN receives hundreds of very flattering letters from its subscribers. These always bring joy and comfort to the editorial heart. Some of the letters, a very few, we print from time to time in the BULLETIN, and under the circumstances perhaps we ought to do the honest thing and publish a letter of the opposite character which we have just received. Here it is:

BURLINGTON, IA., May 18, 1908.

DEAR SIRs—Enclosed is a money-order for \$1.00 for a year's subscription to the BULLETIN OF PHARMACY. The BULLETIN has a lot of silly stuff in it that is not suitable for a professional paper, and takes up valuable time if a man cares about reading it. But the journal also has useful and valuable information. Of course it is necessary in my business to pick out the useful things and consign the other matter to the unnamable place. It would suit me better if the silly matter was never offered to me, but of course I refuse to be baited by such things. I forgive you any way and love you as much as ever.

Yours truly,

Now if it were not for the soothing balm contained in that last sentence we should be rather inclined to accept the discouraging belief that we had missed our calling, and that the editorial profession was not for us. As for just what our well-meaning friend has in mind when he speaks of the "silly stuff" in the BULLETIN, we suppose he has reference to the scattered jokes in "The Scrap-Book" in the rear of the journal. But, let us ask, what is a poor editor to do? Some people want jokes—others have no use for them. This is the first letter we have ever received complaining of our humorous matter, whereas readers have frequently expressed their pleasure with it. Perhaps the only way to consider a pharmaceutical journal, after all, is to look upon it as one would a menu card, where one selects what he likes and omits the rest.

Just as a matter of interest, however, we *would* like to know if other readers agree with our critic. We should be glad to hear from you if you feel like expressing your opinion, and in fact we are always pleased to get letters from subscribers to the BULLETIN in which they express their views regarding this or that feature of the journal. It helps us in our effort to give readers what they want and what they find most useful and interesting.



**EXCHANGING DEAD STOCK.**

A plan was tried out at the last annual meeting of the Kentucky Pharmaceutical Association which strikes us as being exceedingly novel and worthy of duplication elsewhere throughout the country. Briefly, it was a scheme to enable the members of the Association to exchange dead stock with one another.

Every druggist, no matter how careful a business man he may be, finds himself in possession of patent medicines and other goods for which he has little or no market. The manufacturers suddenly cease their advertising efforts in the locality; the public taste, always more or less fickle, changes; and from one cause or another the druggist suddenly finds that some of the things which at one time had a pretty good sale with him are no longer in demand.

What shall he do with dead stock of this character? Unsalable sundries he can perhaps close out by making a window display of them, holding a "sale," and offering low prices. But patent medicines scarcely lend themselves to efforts of this nature. Why not exchange such goods with pharmacists in other towns who may possibly have a demand for them?

Mr. Vernon Driskell, treasurer of the Kentucky Pharmaceutical Association, announced in advance of the last annual meeting that such a plan would be tried, and he urged every member to bring with him a list of his slow sellers. "Goods that have become 'dead' on my shelves," declared Mr. Driskell, "may sell in your town, and your dead stock may sell in mine. Let's exchange or else buy each other's dead stock." The scheme has possibilities, and it occurs to us that it might be tried out generally at State meetings. Possibly there is some field for it also at even the meetings of the city associations.

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**WILL THE DRUG-CLERK MOVEMENT REACH THE SMALL PLACES?**

Any one who has watched the progress of the drug-clerk associations must have been impressed with the social value of their gatherings. While there is a natural bond of sympathy between men of a common profession, this feeling is stimulated by an occasional meeting. Seated around a table drug clerks are an exuberant lot. There is no dearth of fun when they all get together in song, speech, and general merriment.

It is to be hoped that the pharmaceutical press will foster the organization of drug-clerk associations until the national circuit will include the small towns as well as the cities. One must not get the impression that the drug trade is centered in the larger cities. The bulk of the pharmaceutical business lies in the country. If, consequently, the associations of clerks are to become organized into a national body, they must include the small places. The formation of local associations must be encouraged in the towns of twenty and thirty thousand inhabitants.

The small places offer a fruitful field for drug-clerk organizations. Much good may be accomplished there for this reason: the stores are often located two or three in a radius of one or two blocks. This congestion naturally sets up a competition almost personal in nature. There is a feeling of rivalry between the proprietors which is reflected in the employees. Clerks in the country stores consequently do not mingle as intimately as employees of the city pharmacies. The drug clerks' association in the small town, if it engenders a feeling of union among the members, can accomplish no little good of a social nature, not to mention more substantial benefits such as shorter hours and Sunday closing.

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**"CAPSULES OF SCIENCE."**

Under this very appropriate title we are beginning a new department in the present issue of the BULLETIN from the informed and informing pen of Mr. Wilbur L. Scoville. It will comprise short, terse, interesting notes chronicling recent discoveries in the pharmaceutical group of sciences—notes so encapsulated that they may be quickly and readily taken by the busy pharmacist anxious to keep abreast of scientific progress but lacking the time to read long and detailed dissertations.

Mr. Scoville is well known as a teacher of pharmacy for a decade or more, an author, an expert in pharmaceutical technique, a member of the revision committees of both the U. S. P. and the N. F., and since the beginning of the present year a member of the scientific staff of Parke, Davis & Co. He has a readable style; he has the journalistic faculty of seizing upon things of unusual interest and value; and we believe his "Capsules of Science" will be appreciated by our readers generally.

## PROFITS AND EARNINGS.

### AN INVITATION TO CRITICS.

For two or three years now we have been publishing and commenting upon annual business statements of druggists in this department of the BULLETIN. This month it occurred to us that we would change our programme. It is quite possible that we have already exhausted the subject so far as our own comments are concerned, and we are now going to give our readers a chance to dissect one of these business statements themselves. It may be that they will point out flaws and offer suggestions which have not previously been touched upon in the series. Here, then, is the latest statement received in the BULLETIN office:

To the Editor:

As a strong admirer of your splendid magazine, and one who has received a great deal of good from it, I am trespassing upon your time by sending you an account of our business for the last fiscal year. The chief figures are as follows:

Sales .....	\$13,57.97
Merchandise:	
Bought .....	\$8,631.44
Stock appreciation .....	912.43
Cost of merchandise sold .....	7,719.01
Gross profit .....	\$5,838.96
Expenses (salaries \$2,120.85) .....	4,243.26
Net profits .....	\$1,595.70

I may say that these figures have been based upon careful inventory calculations and are therefore accurate. Ten per cent has been written off for depreciation in the fixtures. I am the manager of the store and have no interest in it of a monetary nature. I get \$20 a week, and the owner only comes around once a month to get a little money. Of the net profits last year of \$1595.70, \$912.43 was represented by the appreciation in stock, and the remaining \$683.27, represented in cash, the owner drew out as the interest on his investment of about \$8000. We have only been in business three years. The expenses include salaries, rent, light, taxes, insurance, charity contributions, advertising, new fixtures, laundry, repairs, etc., etc. During the year 1906-7 the sales were \$10,417.33. During the year 1907-8 they jumped to \$13,557.97—a handsome increase.

AN ILLINOIS CLERK.

Now, then, we should like to have this statement commented upon by the shrewd business men among the BULLETIN subscribers. Point out the flaws—if there are any. Make suggestions—if any

need to be made. Give us the benefit of your experience—your training in commercial mathematics—your ability as business men. We'll be glad to print your remarks for the benefit of our 17,000 readers. The more comments the merrier!

## THE OBSERVER'S COLUMN.

The Observer was finishing his second cup of coffee at breakfast this morning when he ran across an item in the newspaper which at first caused him a mild jolt or two. Before he quotes it, however, he warns his readers not to take it too seriously:

In a paper before the — club yesterday Mrs. Mary — deplored the evil effects of drug stores as social centers for children.

Sundaes, sodas, chocolates and creams, root beers, ginger ales, and all the various kinds of chewing gums were given their share of denunciation, as serving only to decoy nickels from children and leaving them with impaired digestions and appetites spoiled for more nutritious food. Mrs. — declared that the soda fountain, which is frequented by soda-drinking, candy-eating boys and girls, was a boon to the stomach specialist whose patients are increasing proportionately to the growing favor of these places as rendezvous for schoolchildren.

"Who knows what deadly germs are transferred from one mouth to another in this pernicious practice?" she asked.

Somehow the Observer couldn't get indignant over this—it was too amusing. Women's clubs—what things they do perpetrate sometimes! They mean well. Usually they do well. But sometimes they get off on tangents that appeal powerfully to the masculine sense of humor. The Observer's impulse after he read this terrible and blasting indictment was to wax satirical over the foibles of womankind, but Mrs. Observer, seated across the breakfast table, looked a little threatening after the first remark or two, and he thought Discretion was perhaps wiser than Sarcasm. So he changed the subject.

Perhaps, indeed, he's on unsafe ground now. Possibly it would be wiser for him to change the subject again. But this particular instance of Feminine Exaggeration is funny, isn't it? Think of the soda fountain in the corner drug store being "a boon to the stomach specialist whose patients are increasing proportionately to the growing favor of these places as rendezvous for schoolchildren!" Consider "what deadly germs are transferred from one mouth to another in this pernicious practice!"

Awful, just perfectly awful, isn't it?

## THE HALL OF FAME.

### PROFESSOR BEAL GOES TO PITTSBURG.

Complying with the modern tendency toward consolidation of effort and applying it to educational conditions, the Pittsburg College of Pharmacy has absorbed the Scio College, and it is ex-



PROF. JAMES H. BEAL.

pected among other things that the junior class of the Scio school will take its senior course at Pittsburg next year. Dr. James H. Beal, up to now dean of the Scio College, will henceforth devote himself with undivided energy to the Pittsburg school, and will doubtless bring his family to Pittsburg to live. The Beal home in Scio, however, has



Professor Beal's home in Scio, Ohio.

decided advantages of location and character, and Dr. and Mrs. Beal must leave it with many regrets. The Doctor will be no stranger to the students in Pittsburg: he has been a member of the faculty for several years.

### EDITORS AT PLAY.

The proprietors of the *Chemist and Druggist*, our prosperous and well-known contemporary of London, England, gave their editorial staff its customary annual outing last month—and by the way, before we forget it, we may express our conviction that the idea is a good one and that we are seriously thinking of suggesting to the publisher of the BULLETIN that he invite his editorial family hereafter to take a day's fun at his expense at least once a year! Well, the *C. and D.* staff spent the day at Arundel, one of the quaint old towns not far from London and hard by the castellated residence of the Duke of Norfolk.

A very interesting and ingenious souvenir of the occasion was gotten up in advance. It was in the form of a booklet, and the rear cover bore the "early woodcut" shown in the accompanying re-



Early woodcut. M.E. coll. 42.

production. The Duke of Norfolk is seen inviting the heads of departments into his "keep." Mr. Peter MacEwan, the eminent editor of the *Chemist and Druggist*, is caricatured in straw hat and spectacles, seated in front of the cart. Next him sits J. E. Glass, who formerly represented the *C. and D.* in this country, and who is now publisher of another journal owned by the same proprietors. The third individual is Mr. Henry Walker, publisher of the *Chemist and Druggist*. This interesting drawing was made by W. Chalmers, of the *C. and D.* staff, and, as will at once be realized, was made in imitation of the early woodcuts of generations ago.

### MR. PRITCHARD DISPOSES OF HIS STORE.

B. E. Pritchard, the well-known secretary of the Western Pennsylvania Retail Druggists' Association, has sold his pharmacy in McKeesport in order that he may devote his entire time to the interests of the organization. The association is one of the best in the country, and Mr. Pritchard has discovered that it needs all his energy to keep it up to



B. E. PRITCHARD.

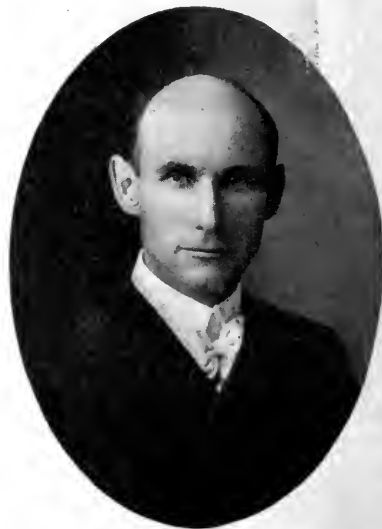
the top notch of efficiency. The "Western Pennsylvania Retail Druggist," edited by Mr. Pritchard, is the official organ of the body, and is a very bright and readable sheet. Mr. Pritchard is known by the druggists of the country as one of the leading spirits in the N. A. R. D. and as one of its ex-presidents.

### ARTHUR H. WEBBER.

Arthur H. Webber is one of the most successful druggists in Michigan. He is located in Cadillac, and one of the unique things about his business is that he has developed several side-lines to a considerable extent, and has what might be considered a small department store. The different features of the establishment, however, are properly classified and separately conducted, and for this reason the drug department is freer than most pharmacies from allied lines. Like several of the other departments, it is in a room by itself. A few years ago Mr. Webber found that his business had grown so

large, and his staff of managers and clerks so numerous, that some cohesive force was necessary, and he consequently formed a corporation and distributed stock at favorable figures among some of his better men.

But Mr. Webber has been chiefly known to the drug trade for activities outside of his business. He was for several years a member of the Michigan Board of Pharmacy. He has always been one of the wheel-horses of the Michigan Pharmaceutical Association, has been its president, has frequently been chairman of the Legislative Committee, and has served the organization in many other capacities. He has often appeared before the Michigan legislature in the interests of pharmaceutical legislation. During the last few years Mr. Webber has been a regular attendant upon the national conventions of the N. A. R. D., and on two or three



A. H. WEBBER.

occasions has been a delegate to the meetings of the National Association of Boards of Pharmacy. In his own town Mr. Webber has occupied prominent positions, and if we mistake not he is president of the local board of trade, and president also of the Y. M. C. A.

It ought to be said that Mr. Webber is a wit and a satirist of pronounced qualities. His reports and speeches at the associations with which he is connected are always looked forward to with interest and listened to with pleasure. Another one of Mr. Webber's virtues is that he believes thoroughly in the circulation and influence of the BULLETIN OF PHARMACY. Some years ago we described one of his advertising booklets in the BULLETIN, and he

received so many requests for copies of it from druggists all over the country that he was in danger of having to employ a special force of stenographers and clerks for several months. He wrote us at the time: "If any doubting Thomas of an advertiser questions your circulation, just refer him to me!"

Mr. Webber and his family have just returned from a trip of four or five months to Europe and the Orient. He says a banker next door generously furnished the money for the occasion!

A characteristic letter from Mr. Webber appears in the department of "Letters" in this issue of the BULLETIN.

#### MR. HAGENOW IN POLITICS.

The N. A. R. D. policy of urging druggists to send representatives of their own to the State and national legislatures, in order that the interests of pharmacy may be properly looked after in the halls of the law-makers, is apparently yielding fruit. Thus we find that Theodore F. Hagenow of St. Louis, a former vice-president of the N. A. R. D., and at one time also president of the local association, has been nominated as the Republican candidate of his district for representative in the State



T. F. HAGENOW.

Assembly. The district is so strongly Republican that the nomination is considered to be practically an election. Success to Mr. Hagenow in his legislative aspirations! Incidentally it may be remarked that several other druggists throughout the country

are seeking positions of public trust at this time. Charles H. Huhn, of Minneapolis, a regular attendant upon the annual meetings of the N. A. R. D., and one of the speech-makers of the organization, indeed, has announced his candidacy for the nomination for mayor of his city.

#### GROVER CLEVELAND A DRUGGIST IN EARLY LIFE.

It is generally admitted by men of every political creed that in the death of Grover Cleveland the country lost one of its greatest and best men. It is



(Photograph by Gutekunst.)

GROVER CLEVELAND

not generally known by the druggists of the country, however, that Mr. Cleveland began his business career in a drug store. His boyhood days were passed in the little village of Fayetteville, eight miles east of Syracuse, and it was in this town that he first went to work in a drug store conducted by John McVicar. In recent issues of the BULLETIN we have referred to the ten years spent by Governor Johnson of Minnesota behind the drug counter—and Governor Johnson is likely some day to be a Democratic candidate for the presidency. Philosophers might from these instances adduce the generalization that there is a close connection between the drug business and Democratic presidents. Whether Mr. Bryan ever passed through the drug portal we are unable to state.

## **"MY BEST ADVERTISING SCHEME."**

**Several Druggists Outline Plans which have Meant New Business for Them—Obtaining the Trade of Children for School Supplies—A Number of Clever Window Trims—Giving Away a Pony and Cart for Advertising Purposes—Pushing a Specialty Perfume by Exploiting it at the Theater—How these Schemes Worked Out.**

Our new department of "Best Advertising Schemes" will this month be found full of profit and suggestion. Five wide-awake pharmacists tell how they planned and executed novel methods for the expansion of business. In accordance with our standing offer, each contributor has received \$2.50 in cash for his article. Further contributions are invited from druggists throughout the country, and we may grasp this occasion to say that we are anxious to develop this new department of the BULLETIN into one of the most helpful and interesting features of the journal. Send us a description of the advertising plan which has proved the most successful with you, and receive our check for \$2.50 by return mail—providing we find the article acceptable. Do not forget to include whatever printed matter was used to exploit the scheme, and also be sure to tell us what the results were.—THE EDITOR.

### **DRAWING THE BUSINESS IN SCHOOL SUPPLIES.**

By J. EARL TAYLOR, GRIDLEY, ILL.

Until recently we enjoyed very little patronage in the sale of school supplies. There are six other stores in town which were having everything their own way, leaving us little or no share of the busi-



J. EARL TAYLOR.

ness. After considering various ways and means of bettering conditions in this direction, we finally hit upon the following scheme. It has certainly proved a happy thought.

Two weeks before school opened we trimmed

the windows in an attractive manner with everything which the children might want. At the same time we announced in the newspaper that we should give a ruler free with every purchase, regardless of the amount. We also offered a fancy blotter to every one who purchased a supply of us. Of course the ruler and the blotter carried our advertisements, the text of the latter reading as follows:

**"THE UP-TO-DATE PHARMACY"**

The place where drugs are cheapest, purest and best. We want your trade.  
... Courtesy and accuracy our motto ...

**HEADQUARTERS FOR SCHOOL SUPPLIES**

Everything you want in the drug or school line. If we haven't got it on hand, we'll be glad to get it for you.

**CITY DRUG STORE      GRIDLEY, ILL.**

When the semester was about half over we advertised the fact that we had placed coupons in the five- and ten-cent tablets of paper, and whoever found one in his purchase might redeem it at our store. The coupons read as follows: "This leaf is good for any 5-cent tablet at Taylor's Drug Store." "Bring this leaf to Taylor's Drug Store and take your choice of any 5-cent pencil free." "Good for 10 cents' worth of marbles at Taylor's Drug Store." "Worth 10 cents in trade at Taylor's Drug Store," etc.

While we started out with little or no patronage in school supplies, we have this year sold over \$300 worth of this line. It is needless to add that the



scheme has proved a decided success. One must use his judgment and not overdo the thing, but with fair precautions it proves a very effective sales campaign.

### ANOTHER CONTRIBUTION ON SCHOOL SUPPLIES.

By C. B. HACKING, LISTOWEL, ONTARIO.

Last year I developed a plan for getting the business on school supplies which proved a great success. My competitor has been in the habit of giving away little trinkets such as glass pens, etc., with every sale of school supplies. It drew quite a number of "kids," and I had to go him one better.

I filled a window with such things as string beads, knives, dolls, post-card albums, etc., and different articles ranging in price from 35 cents per dozen to \$1.50 each, and put a sign in the window stating that all of these goods would be given away free with school supplies. I then gave a coupon with every 50-cent sale, and figured that I could give away from 5 to 7 per cent on every purchase.

#### ONE OF THESE COUPONS

IS GIVEN WITH EVERY PURCHASE OF

## 50 CENTS

WORTH OF SCHOOL SUPPLIES.

Goods given away free for coupons are shown in the window.

**J. A. HACKING,**

THE LEADING BOOKSELLER, LISTOWEL.

*Not good after September 30, 1907.*

Coupon used by Mr. Hacking.

and arranged the coupons accordingly. For instance, a person buying a dollar book would get two coupons, and with these coupons would be given free anything out of the window labeled "given with 2 coupons," and which only cost me 7 cents. I made the coupons good for the month of September. This was quite a long period, since I began in August, and persons could thus save their coupons and get a fountain pen or some of the more expensive articles if they desired.

The free goods display in the window certainly looked big, and it was the means of our getting the larger sales of high-school books running from \$5 to \$10 per pupil, and which otherwise would have

gone to the opposition. It also made steady customers for the season.

As school-opening time will soon be here again, it would be well to use this article in the August issue, if used at all, and druggists should realize that now is the time to get busy if they desire to carry out the plan.

### SEVERAL WINDOW SCHEMES.

By BERT KAHNWEILER, ORANGEBURG, S. C.

Some of the ideas for window displays which I have carried out successfully from time to time may prove pertinent to the department of "Best Advertising Schemes" in the BULLETIN OF PHARMACY. Here is one, for instance, which made a great hit for a window of dog remedies:

#### PUSHING DOG REMEDIES.

Procure a small china dog from some crockery dealer. Then get about six feet of the largest hemp rope you can find. Fasten this around the dog's neck, extending the other end to the back of the window frame. Place all kinds of remedies around this dog and get a kennel drawn on a piece of white cardboard for a background. Secure a sign, "These remedies will hold your dog," and place it in a good position.

This scheme was suggested to me by a tramp comedian in Keith's theater. It shows how many ideas you can get if you keep your eyes open.

#### FEATURING PRESCRIPTIONS.

Another scheme I gathered while a student at the Philadelphia College of Pharmacy. This was mainly to boost the sale of prescriptions.

Borrow a man dummy from some clothing house and have it dressed well by them. Place all kinds of prescription necessities around the figure—bottles, ointment jars, labels, corks, etc. In the background place your old prescription books. Have a prescription in the dummy's hand and a sign pinned on him reading: "Of course he is taking his prescription to Livingston's." In the background immediately over the old prescriptions place a placard: "Isn't this proof enough? Trusted 126,743 times." This is a very effective window.

#### DISPLAYING BRUSHES—ALL KINDS.

To boost the sale of brushes, whisk brooms, and similar articles, procure from the grocer several large floor brooms. Bind these together, broom

part upwards, and around them group heaps of all the different kinds of brushes you carry, with the price mark on each one. Set up a large sign: "Clean sweep in brushes of all kinds," and place it in a prominent position.

#### A BABY WINDOW.

For a baby window I borrowed a large dressed doll and go-cart and surrounded it with all kinds of baby needs, such as talcum powders, rattles, foods, nipples and bottles, etc.

It has been my experience that an attractive window must have an ample number of cards giving the price of every article. I cannot emphasize this too strongly.

#### A NOVEL METHOD OF ADVERTISING PERFUME.

By A. J. ROBSON & Co., FREEPORT, ILLINOIS.

One of the best advertising schemes which we ever carried out, not only for the article advertised but for our general business, was the following: We obtained two gross of ladies' linen handker-



ANDREW J. ROBSON.

chiefs which we perfumed and folded. To each one we attached a card bearing the announcement:

BIJOU SHOW SOUVENIR NIGHT.

Compliments of

A. J. ROBSON & Co.

*Perfumed with the Famous "Blix."*

The evening previous to this souvenir night, the picture machine at the theater proclaimed that on

a certain night we would give away free to each lady who attended, a handkerchief perfumed with our famous "Blix" perfume, and that the theater, too, would be rendered fragrant with this odor.

We then had a picture of our store taken, reducing it to fit the illustrated picture machine. We also put into the window of our store a card saying that on a certain night we would give away to each lady who attended the show one of our handkerchiefs.

On the night when these tokens were to be distributed we stood at the door and gave one to each lady as she entered the theater. A little fragrance was imparted to her clothes also, with an atomizer. Before the show started the picture of our store was thrown on the screen, and across the top it read: "A. J. Robson & Co., Druggists, Opposite Brewster House, the only Up-to-Date Drug Store in Town."

We sold on the following week five pints of the perfume which had been advertised in this way. Splendid results, we thought!

#### A UNIQUE RAFFLE.

By R. G. GORDON, WINNIPEG, CANADA.

We have just finished a novel advertising campaign. A Shetland pony, harness and cart were given away as a prize in a guessing contest. We announced the competition in a local paper, and the whole turn-out, bearing cotton signs, was driven about the streets. The animal finally became known as "Gordon-Mitchell's Pony." A folder 12 by 6 inches in dimensions was distributed freely to make known the conditions of the contest. Across the top of the sheet appeared the following caption:

THIS IS GORDON-MITCHELL'S  
FREE SHETLAND PONY,  
HARNESS, AND CART.

Just below this heading appeared a half-tone engraving which is shown in the accompanying cut. Then followed the text set in double column and describing the nature of the contest:

READ HOW TO WIN IT.

In order to make the competition one in which more skill would be required, we have made a few changes in the conditions which will be noticed below.

The pony, "Tom Noddy," was imported from Scotland in 1906, by Graham & Renfrew, horse dealers, Toronto, from whom we bought it, bringing it here by express. Last year this animal took first prize at Toronto exhibition, against seven others in class for ponies eleven hands and under in harness.

The cart is a handsome two-wheeled, rubber-tired pony cart,



The pony, cart, and harness given away by the Gordon-Mitchell people. A picture of it appeared on the circular reproduced in the accompanying text.

including a special harness. The whole outfit is the best we could buy.

Every customer, lady or gentleman, girl or boy, who makes a purchase, however small, in any of our four stores, between Saturday, May 16, and Saturday, June 13, at 11 o'clock p.m., will receive a coupon with each purchase, which will bear a number. This coupon will give the bearer a chance to win the outfit when it is drawn for under the following conditions:

No more than one coupon given to a customer at a time.

Every coupon will be issued in duplicate, one of which must be torn off and deposited by the customers themselves in a lock box, which will be prominent in each store. The lock boxes are securely fastened with padlocks, the keys of which are held by the management.

No employee or member of The Gordon-Mitchell Drug Co. will be allowed to participate.

On Monday morning, June 15, the four boxes will be opened and the contents will be emptied into the window of our Portage Avenue store by the judges, Mr. C. C. McGlashan and Mr. W. McCurdy, and the window securely fastened. Then every holder of a coupon will be entitled to guess how many coupons are in the window and to have as many guesses as they have coupons. The coupons and guesses must be enclosed in an envelope and addressed "Gordon-Mitchell's Free Shetland Pony Competition," with the name and address of the sender and the date. Those wishing to guess will be given five days, from Monday, June 15, to Friday, June 19, in which to send in their guesses. The pony will be awarded to first person sending in the correct number, or the nearest to the correct number, of coupons in the window. In the case of more than one guessing the correct number, the outfit will be awarded to the first one received.

The guesses must be left or mailed to our Portage Avenue store, corner of Smith Street and Portage Avenue.

Remember, The Gordon-Mitchell Drug Company have not given anything away which was not just as we claimed it to be, and we feel sure when you see this outfit you will want to win it, and the more coupons you get the greater chance you will have of winning it.

The folder was completed by the signature of the firm placed at the bottom in large type.

The results of this advertising scheme were very gratifying. Over 2300 people sent in guesses on coupons ranging in number from 1 to 156. Since each coupon represented a purchase, it is evident that the venture proved a paying one.

## S. A. D. SHEPPARD.

A Personal Sketch of One of the Finest Characters in American Pharmacy—His Many Services to the Calling—His Store in Boston—Something About His Home Life.

By HARRY B. MASON.

Here I have sat with my pen poised for twenty minutes. I am to write a personal sketch of S. A. D. Sheppard, and I find myself hesitating between Desire and Incapacity. I scarcely know where to begin or how to express myself adequately. So fine a character, so ideal a life, services to pharmacy so single-hearted and devoted, require the tribute of a graceful pen, and I feel mine unequal to the task. There is about Mr. Sheppard a mellow charm, a lofty rectitude, a self-sacrificing altruism, which almost defy embodiment in cold type and which make one pause in any attempt to render justice to his personality and services.

### HIS BUSINESS CAREER.

Perhaps the adoption of a chronological order in writing the sketch would be easiest. I may therefore begin by saying that Mr. Sheppard was born in Manchester, Mass., in 1842. In 1850 his fam-

ily moved to Salem at a time when the gentle Hawthorne was there writing the books which have made him the greatest of our American novelists. In 1858 he graduated from the Salem high school. From then until 1868 (just ten years) he received a thorough pharmaceutical training in the drug store in Salem of Browne & Price, now C. H. & J. Price—one of the best, largest, and most legitimate pharmacies in New England. In 1868 he went into business for himself in Boston at the corner of Washington and Dover Streets. That was exactly forty years ago the fourth of last March, and here Mr. Sheppard has been ever since, although he practically retired from business several years ago and left the active management to his partner, Mr. Henry Thacher.

Of the Sheppard pharmacy I shall have more to say later on, but for a few minutes I should like to touch upon the personal side of Mr. Sheppard's activities.

## HIS WORK FOR THE MASSACHUSETTS COLLEGE.

Immediately on going to Boston he became interested in the Massachusetts College of Pharmacy, was soon made a trustee, and has ever since given the school the benefit of that self-sacrificing devotion which only a man of his warmth of temperament and love of pharmacy could exhibit. It is not too much to say that he has done more for the institution than any other one man. He has oc-



The latest portrait of Mr. Sheppard, made by Marceau of Boston.

cupied some office in the college government during all these years, and is the only man who has ever been reelected president after retiring from one term in the chair.

That the Massachusetts College now has a "Warren B. Potter Memorial Fund" of \$200,000 is entirely due to the work and influence of Mr. Sheppard. Mr. Potter, a member of the firm of Weeks & Potter, wholesale druggists in Boston, was a warm personal friend of Mr. Sheppard and one whom he appreciated at his true worth. Through Mr. Sheppard's influence Mr. Potter was elected a trustee of the college for two or three years in succession. He was pleased with the recognition and became much interested in the work of the institution. At Mr. Sheppard's earnest and continuous requests he consented to

bequeath \$10,000 to the college, and though he died without making a new will, Mrs. Potter, when the matter was called to her attention by Mr. Sheppard, agreed to carry out the promise faithfully.

She did more than that. She left \$50,000 and in addition made the college one of her residuary legatees. Thus it happens that the benefaction has swollen to nearly \$200,000—by far the largest fund enjoyed by any college of pharmacy in the country. Nor is this all. The college has five other funds in addition, though all of them are small in comparison. The largest is the Aldrich fund of \$10,000 likewise obtained through the initiative and services of Mr. Sheppard. At the present time the college has two boards of trustees. The regular board regulates the conduct of the school, while the duties of the other are indicated in the title of "The Trustees of the Funds." Of the latter Mr. Sheppard has always been the chairman.

## THE SHEPPARD LIBRARY.

While speaking of Mr. Sheppard's connection with the Massachusetts College of Pharmacy I ought not to omit a reference to "The Sheppard Library." Early in his pharmaceutical career Mr. Sheppard became very much interested in gathering a collection of pharmacopœias. This "appetite grew by what it fed upon," until search was finally made for the pharmacopœias of all tongues, centuries, and countries. Desiring to have the collection as complete as possible, and knowing Dr. Rice's capacity as a bibliophile, Mr. Sheppard besought his services and ultimately developed a pharmacopœial library of something like 275 volumes.

In the meantime dispensaries, pharmaceutical journals, and works on botany, pharmaceutical chemistry, and allied subjects were collected until something like 2500 volumes were finally gotten together. Many of these books are of great historic interest and of almost priceless value. Mr. Sheppard presented the library to the Massachusetts College of Pharmacy, and later on had red morocco cases made for the books in order that, as seen on the shelves, they might be uniform in size and attractive to the eye. Each case is lettered in English and bears the name of the country and the date of publication. One volume in the collection is a Dutch Pharmacopœia printed in 1528 in old Latin, and declared by Dr. Rice to be the oldest pharmacopœia of which he had any knowledge.

The factor which originally caused Mr. Sheppard

to undertake the formation of this collection was his inherent love for books—a love which soon becomes apparent to any one who engages the man in conversation for any length of time. Before he had gotten very far with the work, however, he formed a definite purpose of creating a pharmaceutical library which should serve as an object-lesson, first to the students of the college, but more particularly to the pharmacists of New England. Very few people are aware that pharmacy is so rich in its literature, and Mr. Sheppard believed that such a library would serve at once as an inspiration and a guide.

#### WHAT MASSACHUSETTS PHARMACY OWES TO HIM.

Mr. Sheppard has played a conspicuous part in the development of pharmacy in his State. He was one of a small but determined group of men who went up to the State House on Beacon Hill year after year in a systematic effort to secure the enactment of a pharmacy law. They were regularly sent back down the hill empty handed until success was finally achieved in 1885. Of the first Board of Pharmacy Mr. Sheppard was made a member, and to him fell the honor of being selected for the full term of five years.

During this time the State Pharmaceutical Asso-



Exterior of the Sheppard pharmacy at the corner of Washington and Dover Streets in Boston. Mr. Sheppard established himself here in 1868, but during the last few years has practically retired from business, leaving the active management of the store to his partner, Mr. Henry Thacher.

ciation was created in order primarily that the druggists of the State might act together in the maintenance and furtherance of their legislative interests. Mr. Sheppard was one of the leaders in this movement toward organization. He was chosen the first president of the association and reelected

the second year—the only man who ever received this honor in Massachusetts. A few years later he was instrumental in causing the enactment of a law controlling liquor abuses in the calling, giving the Board of Pharmacy authority to pass upon all applications for licenses and power also to revoke the



Interior of the Sheppard pharmacy.

registration certificates of druggists convicted the second time of violating the liquor act. While this law has latterly not been a success, and is now about to give way to one somewhat different in character, it proved for many years an effective check upon grave abuses.

#### SERVICES TO THE A. PH. A.

Mr. Sheppard joined the American Pharmaceutical Association way back in 1865, three years before he entered the ranks of proprietors. In 1874 he was elected local secretary, and he served with such success at the Boston meeting the next year that in 1876 he was made first vice-president. From 1876 to 1880 he was active in committee work. From 1880 to 1886 he was a member of the newly-created Council, all of the time serving as chairman of the Committee on Finance. In 1886 he was made treasurer of the association, and this office he has ever since filled in a spirit of devotion and self-sacrifice which is rare among the sons of men. He has piloted the financial ship of the association through many a stormy sea. He has given abundantly of his time and money. He has quietly paid many a member's back dues out of his own pocket and kept him in good standing because he hated to see the association lose a desirable man through financial misfortunes.



Mr. Sheppard's winter cottage in Pinehurst, N. C., where he and Mrs. Sheppard spend six months of the year.

#### A. PH. A. ENDOWMENT FUND.

Realizing that the finances of the association ought to be put on a permanent basis, and that an indispensable agency for professional good like the A. Ph. A. ought not to be left at the mercy of an uncertain and fickle fortune, Mr. Sheppard and Professor Beal have proposed the formation of an endowment fund of \$25,000, and have agreed to give one dollar for every twenty that might be contributed by others. Mr. Sheppard has gone quietly, zealously, systematically about this task as he has about many others in the interests of pharmacy, and several contributions of a satisfactory character have already been made. When the fund has finally been completed and established it will be a sufficient monument in itself to the character and services of a devoted lover of his profession.

Last September, at the New York meeting of the A. Ph. A., Mr. Sheppard brought surprise and almost consternation to the members by announcing that he would retire from the treasurership after another year of service. He had filled the office continuously for 22 years and he was convinced in his own mind, he said, that the time had come for a change. Perhaps no man in the entire association, since the death of Dr. Prescott, has been the object of such warm personal affection as Mr. Sheppard, and the regret was universal that he should retire from a post which he had so peculiarly made his own. That he will continue to advance the interests of the association in every possible way, however, and that he will work earnestly for the success of the endowment fund, are truths so patent as scarcely to need mention.

#### POSITIONS OUTSIDE OF PHARMACY.

These references to Mr. Sheppard's services in behalf of the American Pharmaceutical Association remind me of the fact that in 1900, when the pharmacopœial convention was held in Washington City, Mr. Sheppard was elected a member of the newly-created Board of Pharmacopœial Trustees and is still acting in that capacity. But it is not only in pharmacy that Mr. Sheppard's services have been sought and freely given. Early in his Boston business career, when he lived out in Newton, he was a member of the Newton Board of Aldermen for two years, and was also a member for some years of the Board of Health. Of the latter board he was offered the chairmanship, but his business at that time demanded so much of his attention that he was compelled to refuse the honor. For many years now he has been an official in two Boston banks—a trustee of the Boston Penny Savings Bank, and a member of the Advisory Committee of three directors of the South End National Bank. Throughout his whole life Mr. Sheppard has been active in religious affairs, and at one time and another has filled many positions in Sunday-school, church, and Y. M. C. A.

#### SOMETHING ABOUT THE SHEPPARD STORE.

As a pharmacist Mr. Sheppard is a fine type of the apothecary who holds fast to the professional traditions of the last generation. The Sheppard pharmacy, as will be seen from the interior view shown among our illustrations, has steadily resisted the commercial tendencies of the day and continues to place its emphasis upon pharmaceutical services.

And yet the neighborhood here at the corner



This summer home of the Sheppards is at Salisbury Point on the Merrimac River, 43 miles out of Boston.



of Washington and Dover Streets has radically changed in character during the forty years since Mr. Sheppard established himself in business. The locality was formerly occupied by the better class of residents and many well-known physicians. Mr.



A view of the garden at the side of the summer home at Salisbury Point.

Sheppard had no fewer than 400 family accounts on his books. The business district steadily pushed itself up Washington Street as the city grew, however, and now the Sheppard store finds itself in a commercial and theatrical neighborhood. The elevated runs by on Washington, and surface cars on both Washington and Dover. The Sheppard corner has become a transfer point. The stairs leading to the elevated station are only a few feet from the front door of the pharmacy. As the inevitable result of these changes the business is larger in volume than ever before, but quite different in character. A family trade has largely given way to a transient business. The services of seven clerks are now required, and during the last few years the store has been kept open all night long.

Mr. Henry Thacher, as I have already remarked, is now and has been for some years the active partner. He came with Mr. Sheppard thirty-one years ago as a \$4-a-week boy, and with him he has remained ever since. For years Mr. Thacher has been the one on whom Mr. Sheppard has leaned in business as on a son. Three employees in the store have been there for terms ranging from twelve to twenty-six years—an evidence, if evidence were needed, of the loyalty and affection which Mr. Sheppard inspires in those who are brought in contact with him. One of the men trained under Mr. Sheppard in the early years was Mr. F. A. Davidson, who afterwards made such a success of the historic Boston business of the Theodore Metcalf Co.

#### MR. SHEPPARD'S HOME LIFE.

If it were not for the fear of intruding upon domestic privacy I should like to dwell upon the beautiful companionship exhibited between Mr. and Mrs. Sheppard. No home life could be more ideal. Mrs. Sheppard invariably accompanies her husband to pharmaceutical gatherings, and she receives for her own sake a full measure of the esteem which is so abundantly showered upon Mr. Sheppard. During the last few years the Sheppards have lived half of the year North and half South. The winter months are spent in a cottage in Pinehurst, North Carolina, and the summer in a modest house at Salisbury Point on the Merrimac River, within the township of Amesbury, Mass., and 40 miles or so out of Boston.

For upwards of twenty-five years, throughout the more active period of Mr. Sheppard's business life, and while his two sons and daughter were growing to man and womanhood, a large house was occupied in Newton, but now that his children have independent homes of their own, and there are no business ties to keep Mr. Sheppard in one place, he and Mrs. Sheppard have adopted the simple life which so perfectly fits into their temperaments, and they spend nearly the entire year out-of-doors. A boat on the Merrimac River in summer, golf at Pinehurst in the winter, flowers, beautiful walks and drives, good books, ideal comradeship, the affection of innumerable friends, sufficient touch with affairs to keep in contact with



Mr. Sheppard is very fond of boating, and he has a private wharf on the Merrimac River just across the street from his summer home.

the useful world, the active continuance of efforts for the betterment of pharmacy—these things now comprise the yearly portion of a man and his wife who deserve all that life has to offer of comfort, sweetness, and beauty.

## THE WRONG PRESCRIPTION NUMBER.

**A Fatal Accident Narrowly Averted—Atropine in a Druggist's Eye Nearly Cost a Life—How a Resourceful Dispenser Retrieved Himself.**

**By ERNEST C. CRIPPS,**  
Berkhamsted, England.

Seen from the sea, Whitburn Bay was but a cluster of red-tiled houses perched upon terraces of rocky cliff. Viewed from the main street of the village, it was as picturesque as any artist could wish to paint—old-fashioned houses with outside staircases jostled modern-fronted shops, and fishing-nets hung drying in close proximity to the outside display of a provision merchant. The village had gained a reputation as a health resort. In the summer time the scanty winter population would increase four times. In the balmy days of May and June, when the west wind blew seaward over the gorse-covered moors, it was almost an earthly paradise. But in winter the sea boomed at the base of the beetling cliffs, and the flying drift flecked the windows of the fishermen's houses; then only the strongest and the hardiest could withstand the elements, and the residents of that wind-swept place were mostly fishermen.

It was my duty as an assistant twenty years ago to take charge of the small branch pharmacy in Whitburn. I was in the habit of traveling to and fro from the parent establishment at Priestby, morning and night, the distance being but five miles. In the summer the walk along the cliffs or the cycle ride over the high moorland road was a delightful experience, but in winter I generally traveled by the rail which followed the indentations of the coast for many miles, enabling me to view the glorious cliffs along the route.

One morning in September, 188—, I mounted my cycle, as usual, and made my way to Whitburn. I have always experienced trouble with my eyesight, suffering from mixed astigmatism. A few days before the experience I am about to relate, I had been to an oculist, who advised a change in the spectacles I was then wearing, directing that I put three or four drops of atropine solution into my eyes night and morning before taking to the fresh correction he had ordered.

Any one who has done this knows that under atropine treatment close vision is impossible, as the accommodation is quite relaxed. Convex spectacles are absolutely necessary for reading or close work. I had managed fairly well during the first few days, with the help of a pair of reading glasses, being able to do most of the work about the shop without them, and only using them in working or reading prescriptions, or in dispensing. You can judge of my vexation when I arrived at my destination and found that I had forgotten to bring them. My vision was practically in the same condition as that of a man of 70 years old when it came to seeing an object less than 24 inches away. My only hope was that nothing very particular would be required that day, and as most of the visitors were going, or had already gone, I anticipated little dispensing. Fortunately, all the morning and afternoon I had not a single prescription, most of my visitors wanting articles which only required wrapping up.

About six o'clock in the evening a big, burly farmer came in, laid down a piece of paper, and in the broadest Yorkshire said: "Theer, lad, aw wants that maade up, aw'll be back in a few minutes." I looked at the paper, and after much effort distinguished the figures "2807," evidently indicating a prescription of that number in the book. Upon turning it up I found, with much trouble, that it was for a mixture containing a fairly large amount of morphine solution, the directions being: "A teaspoonful to be taken when required." Evidently the preparation was intended for some one accustomed to suffer much pain. I dispensed it in a four-ounce bottle, wrote the label, trusting more to the touch of my pen than to actual vision, and in due time it was called for by the big Yorkshireman, who drove away in a lumbering farm cart.

It may sound strange, but about half an hour after he had left I accidentally put my hand into an inside jacket pocket. There I found my spec-

tacles. I then remembered that I had placed them there for safety, but being somewhat absent-minded, a bad fault in a pharmacist, I had forgotten all about them.

Looking at the slip of paper left by the farmer, I discovered with the clearer vision given by the lenses that the number of the prescription was 2307. I had mistaken the 3 for an 8, an easy thing to do in my condition. Looking up the prescription corresponding to that number, I was horrified to discover that it bore the same name as the one I had dispensed, and was a child's cough mixture, containing the usual expectorant remedies. But in addition, the size of bottle was the same, 4 ounces: the dose was also a teaspoonful. The color also was sufficiently like the other one to deceive any one not too careful in noting appearances. Here was a pretty kettle of fish! The only real unlikeness between the two was that 2807 was labeled for "Mr." and 2307 for "Master," and the slow-moving bucolic minds of a moorland farmhouse would be very unlikely to detect the difference. To sum up, unless something very unforeseen happened there was every possibility of a small child getting a thirty-minim dose of morphine solution that evening, an event the thought of which sent cold shivers down my spine.

What a fool I had been! Why had I not asked the farmer to tell me the number, which I could easily have done under some pretext or other? However, it was a time for action rather than thought. Hastily putting up another bottle of mixture, this time the correct one, I closed the pharmacy somewhat earlier than usual and mounted my cycle to follow up the cart and obtain possession of the incriminating mixture. I had no difficulty in finding which road the farmer had taken, for he was well known in the village, having acted as a sort of carrier to the people scattered about upon the moors. The only thought that caused me uneasiness was lest I fail to overtake him before he left the medicine at its destination.

Slowly I rode up the incline from the village on to the moor. My machine was a high one, unknown in these days of high gears. My progress was slow, but once on the level I soon made headway, and my spirits rose with the exhilaration produced by the pace I was going.

It was a beautiful evening. The sun had set and the twilight was deepening. All around me were

the moors, purple with heather, and the keen, fresh smell of the sea pervaded everything. Nature had no charms for me that evening, for I was straining my gaze on the road in front of me, trying to discover the lumbering cart of the man I wanted. At last, turning a corner, I came upon a wayside inn, before which stood the identical vehicle. Not even the sight of the fabled car in Greek mythology could have given me greater pleasure. Its owner was inside the inn. I could hear his jolly voice chanting that Yorkshire favorite, "The Nut Brown Maiden," and the roar from many throats took up the chorus.

It struck me that I might obtain the bottle by strategy, without confessing my mistake to the farmer. In other words, I proposed to search the contents of the cart, and if I discovered the mixture replace it by the one I carried. This was easier conceived than accomplished. Through the uncurtained window of the inn my Yorkshire friend kept an occasional eye on his property, but as the dusk deepened the curtain was drawn, and I was free to carry out my design. Not without many qualms of conscience and starts of fear that I should be discovered did I search through his miscellaneous number of parcels, but no medicine could I feel. Seeing was quite impossible. Finally, I was forced to do what I ought to have done before, ask the farmer for the mixture, which he evidently had in his pocket.

I entered the bar of the inn, and after much explanation, for he was somewhat fuddled, I made him understand my mission. Having grasped the fact, he said: "T' bottle of med'cine, lad? Why, aw left it at Jonas Browdie's an hour ago!"

Hastily ascertaining from the landlord the whereabouts of "Jonas Browdie," and finding he lived on a farm a few hundred yards off the main road, nearer Whitburn, I again mounted my wheel and pedaled vigorously back over the road which I had recently left. I was horribly frightened. There was every possibility of the child having taken a dose of the medicine, and although I was not certain what dose of morphine would be fatal, I knew that children were peculiarly susceptible to it and that thirty minims of the solution, equivalent to almost one-third of a grain, would possibly produce deep stupor, very likely ending in death. In those days I knew very little of antidotes, and was helpless in such matters.

I found the main road, and approached the farmhouse with much apprehension. Leaving my machine outside the gate, I almost dragged my shaking legs across the yard and knocked at the kitchen door, which stood open. It was a cold evening, and at any other time I might have admired the picture formed by the firelight playing on the polished oak dresser and red brick floor. But with other thoughts was my mind engaged. Again I knocked, this time more loudly. I heard footsteps descending the stairs leading into the kitchen. At the same moment I caught sight of another object that caused

such a revulsion of feeling that I clutched hold of the door-post to keep from falling. It was the unopened bottle of medicine lying upon the dresser. In an instant I had rushed across the room and exchanged bottles, and without waiting to explain my presence, or anything else, I fled across the yard, jumped on my bicycle and was soon safe from pursuit if there had been any.

Passing a deep pond on my way home, I flung the incriminating bottle into the murky water. So vanished from sight, though not from my memory, the tangible proofs of my first mistake.

## A CORK WINDOW FOR THE PICKLING SEASON.

The pickling season is here and the drug trade are preparing for business in corks and spices. J. T. Pepper, of Woodstock, Ontario, devotes a window to this line every year. The accompanying

piece of cork in the center is 22 inches square and about two inches thick. It is labeled "Cork from Spain." A string of corks of various sizes is suspended from above. For years Mr. Pepper has

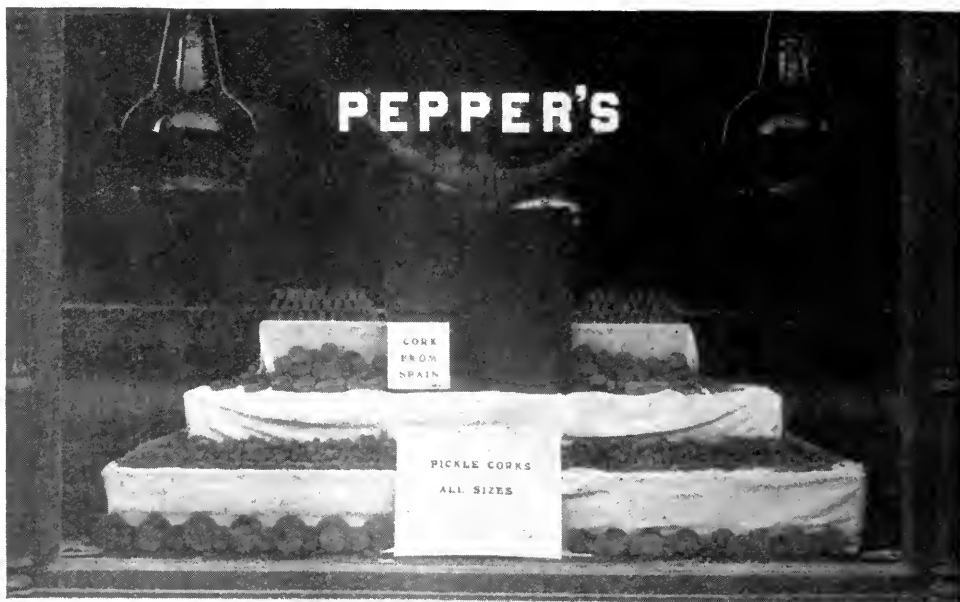


exhibit is composed entirely of corks. There is the regular prescription kind of various sizes and tapers, and in addition there are large, thin corks from one to five inches in diameter. The large

observed the custom of arranging a window like this during the pickling season. It always brings in a lot of business on corks, pays a handsome profit, and helps the general trade on spices and the like.

## GRAPHOPHONES A PROFITABLE SIDE-LINE.

**How a Druggist Entered this Field—His Success in Building up a Business on Machines and Records—  
—The Financial Returns and Advertising Benefits which Accrue from the Sale of Phonographs.**

**By L. J. CYSEWSKI,**  
Loyal, Wis.

It may sound startling, but we actually outgrew our former quarters and were forced to move into a larger store, largely by reason of our graphophone business.

About four years ago we installed a line of Victor Talking Machines, adding among others the largest instrument equipped with the biggest horn obtainable for demonstrating purposes. This large machine was the attraction of our store, exciting talk among the people for miles around. We continued to get new records as they came out, which sustained the interest of our patrons. Not only was

by actually taking the machine to the farmers' homes we started the goods moving.

### ADDING A SECOND LINE.

About this time a few Chicago firms began to advertise the Edison phonograph, offering to sell it on the instalment plan. We needed but one inquiry about the Edison to appreciate its possibilities. Consequently we added this to our other celebrated line, selling both machines on the instalment plan. The result was very gratifying. It is not necessary now for us to drive out into the country. People would rather come into the store and select records from our large assortment. At the same time they make other purchases. Thus far, the Edison has proved the better seller with us, averaging about four or five machines and about nine dozen records a month.

Our daily cash business on records alone is quite an item and our profits on them average better than the returns on the majority of drug sales. We predict equally good results for our Victor line, as the records are longer and not so fragile. Moreover, lovers of classical music, grand operas, etc., are not satisfied with just a strain; they want the whole performance, and the Victor people have several complete operas on a set of records. Naturally the public will take to the superior compositions as they tire of the popular kind very quickly.

### FREE CONCERTS.

During the summer, while our fountain is open, we give concerts to our patrons with such numbers as "The Rigoletto Quartet" by Caruso, Scotti, Abbot, and Homer; "Don Pasquale" by Sembrich and Scotti; solos by Caruso, Plancon, Eames, Gorgoza, and in fact by nearly all the grand operà stars. At the same time, we intermingle the standard overtures and popular music. Between this machine and our splendid records we compare favorably with city palm gardens or ice-cream parlors so far



L. J. CYSEWSKI.

the graphophone a source of pleasure to everybody, but it proved later to be our most profitable side-line.

At first we thought this proposition a losing one as far as the selling of instruments and records was concerned, but it appealed to us as cheap advertising for our store. With a little talking, however, we awakened the interest of the country people, and

as good music is concerned. We have received several comments from the transients to the effect that in all their travels they have never heard such an assortment of records in any public place outside of the musical houses in the large cities.

#### THE RETURNS.

There are very few side-lines yielding a better profit. I daresay no other amusement which one may offer his patrons pays so handsomely. For example, a five piece orchestra charges at least

\$15.00 for an evening, while a talking machine affords equally good if not better music, and surely a better variety, for a nominal sum. Then on the strength of it one often sells a machine and records, paying him a profit equal to the cost of hired music. If a pharmacist cannot add the phonograph as a side-line, by all means let him use it as a trade winner. In that event, he should have a good assortment of records. We have numbers to entertain all classes, but superior music appeals to the better people.

## PATENT MEDICINES AS LIQUORS.

**Proprietary Articles Declared by the Commissioner of Internal Revenue at Washington to be in the Class of Beverages—They May Be Sold Only by Those Possessing Government Licenses as Retail Liquor Dealers—About 125 of Them Altogether—How Druggists in Prohibition States and "Dry" Sections are Affected.**

During the last few years readers of the BULLETIN have been systematically apprised of the activity of the Commissioner of Internal Revenue at Washington with respect to those patent medicines and proprietary articles which lend themselves to employment as beverages. Something like two or three years ago the Commissioner began by publishing a list of "patents" which he declared could only be sold by druggists and other dealers who had taken out government liquor licenses. This was simply a starter. After continuing his investigations, the Commissioner published another list of tabooed products last December, and this was printed in the BULLETIN for January of the present year.

#### THE FIRST LIST.

The December list, which, be it understood, succeeded the old list instead of supplementing it, contained the following articles:

Angostura Aromatic Tincture Bitters.  
Aroma Stomach Bitters.  
Atwood's La Grippe Specific.  
Augauer Bitters.  
Augauer Kidney-Aid.  
Belvedere Stomach Bitters.  
Bonekamp Stomach Bitters.  
Bonekamp Bitters.  
Brown's Aromatic Cordial Bitters.  
Brown's Vin Nerva Tonic.  
Botanic Bitters.  
Cinchona Bitters.

Clifford's Cherry Cure.  
Cooper's Nerve Tonic.  
Cuban Gingeric.  
Dandelion Bitters.  
De Witt's Stomach Bitters.  
Dick's Nutritive Elixir.  
Dr. Dade's Blackberry Cordial.  
Dr. Bouvier's Buchu Gin.  
Dr. Fowler's Meat and Malt.  
Dr. Gray's Tonic Bitters.  
Dr. Hortenbach's Stomach Bitters.  
Dr. Worme's Gesundheit Bitters.  
Dr. Rattinger's Bitters.  
Duffy's Malt Whiskey.  
Ducro's Alimentary Elixir.  
Gilbert's Rejuvenating Iron and Herb Juice.  
Ginger Tonic.  
Green's Cordial.  
Green's Chill Tonic.  
Harrison's Quinine Tonic.  
Jerome's Dandelion Stomach Bitters.  
Jones's Stomach Bitters.  
Juni-Kola.  
K. K. K.  
Katarno.  
Kudros.  
Lemon Ginger.  
Laxa Bark Tonic.  
Magen Bitters.  
Meta Multa.  
Obermueller's Bitters.  
Old Dr. Scroggin's Bitters.  
Panama Bitters.  
Rockandy Cough Cure.  
Royal Pepsin Tonic.



Scheetz Bitter Cordial.  
 Smith's Bitters.  
 U-Go.  
 Uncle Josh's Dyspepsia Cure.  
 Warner's Stomach Bitters.  
 Westphalia Stomach Bitters.  
 William's Kidney Relief.

Since the publication of the foregoing list in December last, Dick's Nutritive Elixir has been manufactured under a modified formula, and it is therefore no longer under the government ban.

#### THE SECOND LIST.

Still continuing his investigation and analyses, the Commissioner has now published another list of prohibited preparations, and this is as follows:

American Alimentary Elixir.  
 Aromatic Bitters.  
 Bismarck's Laxative Bitters.  
 Bismarck's Royal Nerve Tonic.  
 Blackberry (Karles Medicine Company).  
 Blackberry Cordial (International Extract Company).  
 Blackberry Cordial (Irondequoit Wine Company).  
 Blackberry Cordial (Strother Drug Company).  
 Blackberry Ginger Cordial (Standard Chemical Company).  
 Black Tonic.  
 Bradenberger's Colocynthis.  
 Brown's Ytryme Tonic.  
 Celery Pepsin Bitters.  
 Clifford's Peruvian Elixir.  
 Crescent Star Jamaica Ginger.  
 Coca Wine.  
 Colassaya.  
 Dr. Brown's Blackberry Cordial.  
 Dr. Brown's Tonic Bitters.  
 Dr. Hopkins' Union Stomach Bitters.  
 Dr. Hoffman's Golden Bitters.  
 Dr. Sterki's Ohio Bitters.  
 Dubonnet.  
 Dubonnet Wine.  
 Elixir of Bitter Wine (Pleasant Tonic Bitters Company).  
 Elixir Calisaya.  
 Eucalyptus Cordial.  
 Ferro China Bascal.  
 Ferro China Bissler.  
 Ferro Quina Bitters.  
 Fine Old Bitter Wine.  
 Gastrophan.  
 Gentian Bitters.  
 Genuine Bohemian Malted Bitter Wine Tonic.  
 Glycerine Tonic (Elixir Pepsin).  
 Greiner's Blackberry Cordial.  
 Health Bitters.  
 Herbtan.  
 Herbs Bitters.  
 Jack Pot Laxative Bitter Tonic.  
 Jarvis Blackberry Brandy.

Juniper Kidney Cure.  
 Karlsbader Stomach Bitters.  
 Kola and Celery Bitters.  
 Kola Wine.  
 Kreuzberger's Stomach Bitters.  
 Lee's Celebrated Stomach Bitters.  
 Mikado Wine Tonic.  
 Milburn's Kola and Celery Bitters.  
 Miod Honey Wine.  
 Neuropin.  
 Newton's Nutritive Elixir.  
 O'Hare's Bitters.  
 Old Dr. Jacques' Stomach Bitters.  
 Our Ginger Brandy.  
 Ozark Stomach Bitters.  
 Pepsin Stomach Bitters.  
 Peptonic Stomach Bitters.  
 Pioneer Ginger Bitters.  
 Quinquina Dubonnet.  
 Rimsovo Malto-Sove Vino Chino.  
 Severas Stomach Bitters.  
 Sirena Tonic.  
 Smart Weed.  
 Steinkonig's Stomach Bitters.  
 St. Raphael Quinquina.  
 Strauss Exhilarator.  
 Tatra.  
 Tolu Rock and Rye.  
 True's Magnetic Cordial.  
 White's Dyspepsia Remedy.  
 Zeman's Medicinal Bitter Wine.

These two lists, therefore, cover every article which the government has so far decided to be in the category of beverages. It will be observed that a considerable number of the preparations included in the last list are those frequently prepared by retailers themselves, such as blackberry cordial, coca wine, elixir of calisaya, etc. While the samples analyzed were nearly all proprietary goods, both wholesale and retail druggists will nevertheless understand that the rules which have been applied to proprietary articles will also govern all others of the same general class.

The decision of the government with reference to these two lists is simply this: The products may not be sold legally except by druggists and other merchants possessing government licenses as retail liquor dealers. Nor may they be manufactured except by producers paying rectifiers' taxes. The principle upon which the Commissioner has acted in separating the sheep from the goats is the following: Patent medicines, proprietary articles, and other compounds containing alcohol on the one hand, and on the other not being sufficiently medicated to take them out of the list of beverages, will

be considered as "rectified spirits" in the eyes of the law, since they lend themselves to employment as alcoholic drinks quite as much as do plain liquors themselves.

More than a thousand preparations have been examined by the government chemists during the last year or two, and it is reported that several hundred were found to deserve places in the tabooed category. The Commissioner, however, has been considerate enough to notify manufacturers in all such cases and to give them an opportunity either to change their formulas or withdraw their products from the market. One action or the other has been taken in a large number of instances, so that the total list of beverage-proprietaries has now narrowed down to a total of about 125 articles.

#### HOW DRUGGISTS ARE AFFECTED.

To make the subject perfectly clear to readers of the BULLETIN, we repeat again that *these listed articles may not legally be sold by a druggist unless he possesses a U. S. government license as a retail*

*liquor dealer.* It should be added, however, that such licenses cannot be legally taken out at all in prohibition States and "dry" sections: in such places, therefore, the products are apparently unsalable under any conditions. In other States it would seem that druggists are free to handle them if they take out a government license, but this may not be wholly true, either. A few years ago, for instance, when the Revenue Commissioner first issued a list of 11 liquor-containing proprietaries, five or six of the State governments followed in the wake of the national government and insisted that *the tabooed products could not be sold except by druggists who had taken out State licenses as retail liquor dealers.* Under such conditions a druggist's liquor license did not fill the bill.

If history now repeats itself, and if the States act similarly at the present juncture, these tabooed proprietaries may be ultimately driven into the saloons, since few druggists care to take out saloon or liquor dealers' licenses.

## HANDLING SOUVENIR POST-CARDS.

**Suggestions for Advertising the Line—Methods of Displaying Views—How One May Build His Own Racks for the Purpose.**

By **JOHN H. WEISEL,**  
Monroe, Mich.

Realizing that post-cards offer a profitable sideline for a small investment, we have handled them for nearly five years. At one time we decided to

sued by a local church society. These were sold at two for 5 cents, the returns going to the women.

Spurred on by the fact that there was money in it, we published a set of our own cards. Then we installed the first line of colored views, which cost \$1 a hundred. We publish our own subjects, at the same time buying local views from other dealers, thus giving us a complete line.

#### ADVERTISING METHODS.

When we receive a new line of local views we select an attractive subject and write on it, "One of the new cards at Merz's." This is mailed to a list of people used for the purpose. We follow the same procedure with holiday cards with very good results. In selling cards we put them in an envelope of good quality, 6½x3½ inches. It costs \$7.50 for 5000, printed. The type design is shown in the accompanying reproduction, reduced in size.

### MERZ'S DRUG STORE

IS THE PLACE TO GET

## Souvenir Post Cards

BIRTHDAY, FANCY, CONGRATULATION,  
CHRISTMAS, THANKSGIVING, NEW YEAR  
AND EASTER CARDS. . . . .

24 Front Street,

Telephone 43.

MONROE, MICH.

A Post-card Envelope used by Mr. Merz, Mr. Weisel's employer.

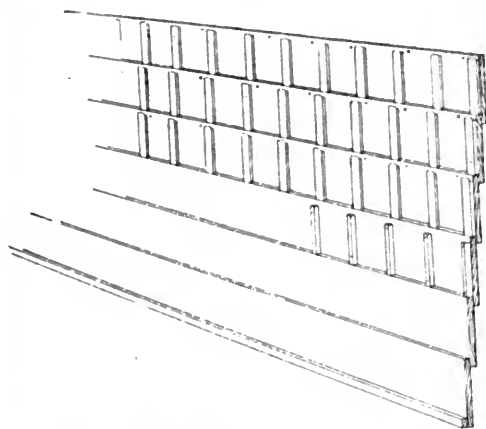
drop them, thinking that the craze was over. We even disposed of nearly all our views, but we resumed the sale of cards again only to install a larger line than ever. Our first attempt in this direction had been to stock a set of half-tones is-

One of our windows is devoted to post-cards during the entire year. The background of the display is made of three stands of heavy cardboard covered with white cloth, such as is used for window shades. By cutting little slits into the cloth after the manner of a post-card album, we are enabled to display the cards. Use a sharp knife to do the cutting. An old Gillette razor serves the purpose very well.

Two of these devices are 20 by 30 inches and hold 13 cards each. They exhibit local views only. A third rack is 28 by 30 inches and holds 23 cards. On the bottom of the window near the front we arrange any special line, using only the choicest cards of an assortment and covering them with a piece of plate glass 13 by 56 inches to prevent the cards from curling and to exclude dirt.

#### HOME-MADE RACKS.

We build our own post-card racks for use elsewhere in the store. The best one is made of six cypress boards, each board being 5 feet 10 inches long (or any length to suit the space), 6 inches wide and a quarter of an inch thick; the six boards are so nailed together as to overlap  $\frac{3}{4}$  of an inch. The upper edge of one board thus forms a rest for the row of cards above it. When finished it looks like the side of a house built with clapboards.



This diagram indicates how Mr. Weisel made his card rack. It is fully described in the accompanying article.

turned bottom up. Six boards will make a rack 32 inches high and will hold 108 varieties.

On the frame so made nail blocks  $3\frac{1}{2}$  inches apart. They should be  $4\frac{3}{4}$  inches long and  $\frac{3}{4}$  inch square. These blocks are then covered with strips of tin  $5\frac{1}{4}$  inches long and  $\frac{3}{4}$  inch wide, so that the top of the tin and the little block are even.

Clipping the upper corners of the tin will make it look neater. This completes a rack arranged for high cards.

To make one for the display of long cards, use boards only  $4\frac{1}{4}$  inches wide, blocks  $2\frac{7}{8}$  inches long, and strips of tin  $3\frac{1}{2}$  inches long and  $\frac{3}{4}$  inch wide. The blocks are to be nailed  $5\frac{1}{2}$  inches apart.



This is rather a poor photograph of one of the Weisel racks, filled with cards.

When finished the rack should be stiffened by nailing two or three thin boards across the back. These racks are all hung on a flat wall or other space by means of hooks in the top of the framework.

We have five revolving stands. The first few came with card orders, but were later replaced by stands of our own make. One is of tin,  $22\frac{1}{2}$  inches high, and holds 48 long and 24 high cards. But this costs \$2.50. To minimize the expense we now make these stands of wood, costing complete, with the three legs and iron rod, from 40 to 50 cents.

#### OTHER SUGGESTIONS.

In each rack are cards of one price. We sell no views for less than two for a nickel. Customers help themselves. This seems to be the practice everywhere. While one may lose some by theft, this loss is so small and the economy of time so great that the practice is after all a good one.

We have stamps but no mail-box. When requested we deliver cards with our own mail.

We handle only clean subjects. The agent is told to cut out anything of a questionable character. Occasionally we return objectionable cards and deduct the cost from our bill. We buy the best. Most of our comics cost \$1.25 a hundred. For the fancy cards which retail at two for a nickel we pay from \$1.25 to \$1.50 a hundred.

## BOARD QUESTIONS ANSWERED.

*So much interest has been manifested in our series of answers to board-of-pharmacy questions that we have decided to establish a regular department for the publication of this material.*

### A NORTH CAROLINA EXAMINATION.

#### MATERIA MEDICA, TOXICOLOGY, AND POSOLOGY.

(Continued from July BULLETIN.)

5. *Aconite*.—(a) Give official name. (b) Part used. (c) Habitat. (d) Dose. (e) What effect upon tongue and mouth when tasted? (f) Antidote against poisoning. (g) Give official preparations with doses.

(a) *Aconitum*. (b) The dried tuberous root of *Aconitum Napellus* Linné. (c) *Aconite* is found throughout the cold, mountainous districts of Europe; in the Himalayas; and in northwestern North America. (d) The average dose is 1 grain. (e) When tasted, the drug produces a tingling sensation on the tongue. (f) The chief reliance in *aconite* poisoning must be on the tincture of *digitalis* aided by *strychnine*, the two remedies being given hypodermically, but separately, in large doses. (g) The official preparations, with their doses, are as follows:

Fluidextractum *aconiti*,  $\frac{1}{4}$  to 2 minims.

Extractum *aconiti*,  $\frac{1}{6}$  to  $\frac{1}{3}$  grain.

Tinctura *aconiti*,  $\frac{1}{2}$  to 4 minims.

6. *Rhubarb*.—(a) Give official name. (b) Part used. (c) Habitat. (d) Medicinal properties. (e) Dose. (f) From what country is the best quality of this drug obtained? (g) Name its preparations and their doses.

(a) *Rheum*. (b) The dried rhizome deprived of its bark. (c) China and Thibet. (d) Purgative and astringent: *rhubarb* is esteemed as an antidysenteric remedy because, after producing catharsis, it exerts an astringent and tonic effect upon the mucous lining. (e) The average dose is 15 grains. (f) The best quality is obtained from China. (g) The various preparations of *rhubarb*, with their doses, are as follows:

Tinctura *rhei*, 1 to 4 fluidrachms.

Tinctura *rhei* aromatica,  $\frac{1}{2}$  to 3 fluidrachms.

Syrupus *rhei* aromaticus, 2 to 6 fluidrachms.

Tinctura *rhei* dulcis, 1 to 2 fluidrachms.

Fluidextractum *rhei*, 5 to 30 minims.

Mistura *rhei* et sodæ,  $\frac{1}{2}$  to 2 fluidounces.

Syrupus *rhei*, 2 to 6 fluidrachms.

Extractum *rhei*, 5 to 15 grains.

Pulvis *rhei* compositus, 1 to 3 drachms.

Pilulæ *rhei*, 1 to 5 pills.

Pilulæ *rhei* compositæ, 1 to 3 pills.

7. Give the official Latin names of the following: Calomel, Foxglove, Larkspur, Witch-hazel, Blue Flag, Yellow Jasmine, Oil of Wintergreen, Licorice, Black Cohosh, Pennyroyal, Dandelion, Prickly Ash, Hemlock, Indian Hemp.

Calomel, hydrargyri chloridum mite; foxglove, *digitalis*; larkspur, *delphinium*; witch-hazel, *hamamelis*; blue flag, *iris*; yellow jasmine, *gelsemium*; wintergreen, *oleum gaultheriæ*; licorice, *glycyrrhiza*; black cohosh, *cimicifuga*; pennyroyal, *hedera*; dandelion, *taraxacum*; prickly ash, *xanthoxylum*; hemlock, *conium*; Indian hemp, *cannabis indica*.

8. Give the common English names of the following: *Hydrastis Canadensis*, *Aspidium Filix-mas*, *Phytolacca Decandra*, *Leptandra*, *Rhamnus Purshiana*, *Sanguinaria*, *Prunus Virginiana*, *Ol. Caryophylli*, *Convallaria Majalis*, *Ol. Tiglii*.

*Hydrastis* is commonly known as golden-seal, also as "yellow root" and "yellow puccoon." *Aspidium* is generally called male-fern; *phytolacca*, pokeroor; *leptandra*, Culver's root; *rhamnus purshiana*, cascara sagrada; *sanguinaria*, bloodroot; *prunus virginiana*, wild cherry; *oleum caryophylli*, oil of cloves; *convallaria majalis*, lily-of-the-valley; *oleum tiglii*, croton oil.

9. Give the antidotes to the following poisons: Sugar of Lead, Prussic Acid, Carbolic Acid, Lye, Arsenic, Chloroform, Paris Green, Laudanum.

The antidotes for sugar of lead are sodium or magnesium sulphate and sodium phosphate. The stomach should be evacuated and albuminous drinks given.

In prussic acid poisoning administer cobaltous nitrate and give inhalations of dilute ammonia. Use emetics or the stomach pump if there is time to do anything.

For carbolic acid poisoning, give a mixture of equal parts of alcohol and water and then wash out the stomach. Finally leave eight ounces of the alcoholic solution in the patient.

The antidotes for alkalis are dilute acids, especially such vegetable acids as vinegar and lemon juice. Milk and oils are also given.

In arsenic poisoning, use hydrated ferric oxide, freshly prepared by precipitating a solution of ferric

chloride with sodium carbonate or ammonia. The official preparation of ferri oxidum hydratum cum magnesia serves the purpose. Dialyzed iron is quite efficient.

Where one has swallowed an excessive dose of chloroform give sodium carbonate in plenty of water and follow this with emetics. Give strychnine hypodermically.

Poisoning by Paris green (cupric aceto-arsenite) is treated with the same antidotes given above for arsenic.

In laudanum poisoning, give from 1/16 to 1/10 grain of apomorphine hypodermically before narcosis develops. Use the stomach pump. Potassium permanganate is efficient if given soon after ingestion. Compound tincture of iodine is also used.

#### PHARMACEUTICAL CHEMISTRY.

1. Which of the following are permanent in air: Zinc Sulphate, Lead Acetate, Potassium Bicarbonate, Potassium Bitartrate, Potassium Acetate, Sodium Sulphate?

Potassium bicarbonate and potassium bitartrate.

2. State what you know as to the solubility of the following in alcohol and in water: Sodium Thiosulphate, Pepsin, Menthol, Acetanilide, Chloral, Resorcinol, Potassium Bromide, Phenyl Salicylate, Acetphenetidin, Quinine Sulphate.

Sodium thiosulphate is soluble in water but insoluble in alcohol. Pepsin is soluble in about 50 parts of water acidulated with hydrochloric acid, but is insoluble in alcohol. Menthol is only slightly soluble in water, but freely soluble in alcohol. Acetanilide is soluble in 179 parts of water and in 2.5 parts of boiling alcohol. Chloral is freely soluble in water and in alcohol. Resorcinol is soluble in water and slightly more soluble in alcohol. Potassium bromide is soluble in about 1.5 parts of water, and in about 180 parts of alcohol. Phenyl salicylate is soluble in 2333 parts of water and in 5 parts of alcohol. Acetphenetidin is soluble in 925 parts of water and in 12 parts of alcohol. Quinine sulphate is soluble in 720 parts of water and in 86 parts of alcohol.

3. What occurs when Arsenic Trioxide, Potassium Bicarbonate, and water are boiled together? When Lead Oxide is boiled with a solution of Lead Acetate, what new compound is formed?

Arsenic trioxide and potassium bicarbonate, when boiled together with water, produce potassium arsenite with the evolution of carbon dioxide. Lead

oxide, boiled with a solution of lead acetate, gives lead subacetate.

4. How is Methyl Alcohol obtained? By what other names is it known?

Methyl alcohol is obtained from wood by destructive distillation. It is known as wood alcohol, wood spirit, and pyroxylic spirit.

5. What takes place when each of the following is heated: Ammonium Carbonate, Ferrous Sulphate, Calcium Carbonate, Sal Tartar, Acetic Acid, Potassium Chlorate?

Ammonium carbonate is completely volatilized. Ferrous sulphate crystals, when slowly heated, lose 38.8 per cent of their weight in water of crystallization. Calcium carbonate loses carbon dioxide, leaving a residue of calcium oxide. Potassium carbonate (sal tartar) melts at red heat and volatilizes at white heat. Acetic acid is completely volatilized. Potassium chlorate fuses, later losing oxygen and leaving potassium chloride behind.

6. (a) To what class of chemical compounds does each of the following belong: Caffeine, Glycerin? (b) How could you distinguish Caffeine from Morphine? (c) What is the effect when Lime-water is added gradually and finally in excess to a solution of Morphine Sulphate? (d) From what and how is Glycerin obtained?

(a) Caffeine is a feebly basic substance; glycerin is an alcohol. (b) Aqueous solutions of caffeine are not precipitated by mercuric potassium iodide T. S., while morphine solutions are. (c) The morphine is dissolved by the lime-water, while the sulphate radical combines with the calcium. (d) Glycerin is obtained by the decomposition of vegetable or animal fats, or fixed oils. Soap-makers' waste is an abundant source of glycerin. Fats are glycerides of the fatty acids. The glycerin is recovered either by saponifying the acid radical with alkali, or by decomposing the fat with water under pressure and high temperature and then distilling.

7. (a) Given Bicarbonate of Soda and Sulphur, mixed together, how could you separate them? (b) How could you distinguish chemically between precipitated Calcium Carbonate and Powdered Talc?

(a) By treating with water and filtering. The former is soluble, while the latter is not. (b) Use a dilute solution of hydrochloric acid. The calcium carbonate will dissolve with effervescence, while the talc will not be affected.

(To be continued.)

## DOLLAR IDEAS.

*The editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, book-keeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.*

### TINSELING POST-CARDS.

*J. N. Christman, Zanesville, Ohio:* This is done by means of a glass tube or a small lettering brush. There is a glass instrument manufactured for this purpose which is the best. A device of the kind can be made from a glass tube, however, by holding one end of it in a flame, and drawing it out to a small point with a small pair of pliers. Mucilage is poured into the large aperture, thus completing a "pen and ink" arrangement for writing on the card. The characters formed by the mucilage are then sprinkled over with tinsel, which can be obtained from any painters' supply house or from a wholesale drug firm.

We buy a card which has enough space on it to tinsel a name, and then display the work with a sign saying: "Your choice—5 cents. Any name desired tinselled on these cards free of charge." This is a very good seller and affords a nice profit.

We also buy a fancy embossed card at seventy-five cents a hundred, with "Best Wishes" or some brief saying on it in small letters. We outline the embossed part with tinsel and sell the cards at five cents each. They cost us less than one cent, thus leaving a nice profit.

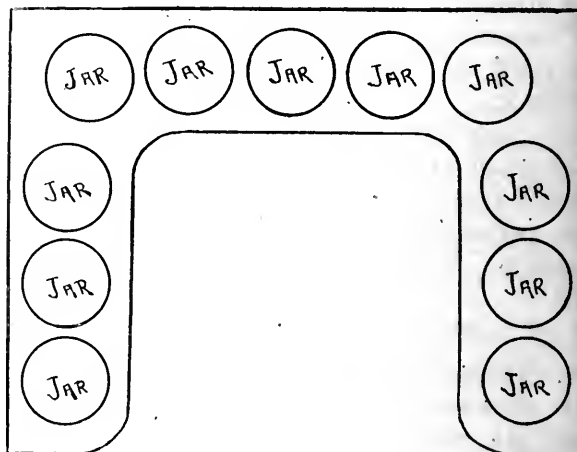
We put on cards such words as "Sister," "Mother," "Brother," "Greetings," etc. A dealer doing this work and advertising it will find that his post-card sales will increase immensely.

### AN OINTMENT JAR CLOSET.

*Edwin R. Mohler, Philadelphia, Pa.:* Ointment jars, in most drug stores, are usually kept in closets or drawers. Especially is this true in the smaller pharmacies where space is valuable and must be utilized to the best advantage. When a call is received for a certain ointment, it often requires some time to locate the desired jar, besides necessitating handling quite a few of them. Here is an idea

which was put into effect here. It has proved an excellent one, as a time and labor saver:

We use a closet in our prescription counter in which we have replaced the regular shelves by others of the shape shown in the diagram. There is just space enough to accommodate a row of jars, as indicated below:



By this plan, the label on each jar is exposed to view and any container can be removed in an instant without disturbing the others. The shelves are held in position by means of several small brackets. The open space in this closet can be used for storing a large glass percolator or glass funnels.

### REGARDING PRESCRIPTION BOTTLES.

*J. F. Rupert, West Point, Nebraska:* Often dirty prescription bottles come in to be refilled. To clean them and soak off the old label and put on a new one often requires considerable time and labor. On the other hand, if one puts them out again in the condition in which they were received he will be charged with being a slovenly druggist.

One must use almost as many bottles for external preparations as for internal medicines. Our plan is to set aside all bottles which come in to be refilled if they appear soiled, and then employ a new bottle and label. This is appreciated by the trade and the moral effect is obvious.

When sufficient old bottles accumulate we soak off the labels, and wash and drain the bottles. They then serve as containers for external medicines. We have always used this method, and it has been a business winner. Above all things, never paste one label over another!



## COMPETITIVE COMPOSITIONS ON POST-CARDS.

*C. A. Critchley & Co., Blackburn, England:* We recently conducted a prize competition of a novel nature. On three separate days during the week we inserted an ad. in the local newspaper announcing the contest. The conditions were set forth as follows:

## PRIZE COMPETITION.

1st Prize..... 20/- Cash.  
2d Prize..... 10/- Cash.  
3d Prize..... 5/- Cash.  
12 Articles, Value 1/- Each.

1. Write a sentence or rhyme on a PICTURE POST-CARD stating your opinion of one of the specialties named below.

2. Address it to C. A. Critchley & Co., 10 King William Street, Blackburn, before March 31, 1908.

3. The prizes will be given to those which we consider best, and the results will be posted in our windows on April 7.

4. The post-cards, after judging, will be sent to the Infirmary, Children's Ward.

**CRITCHLEY'S STARCH GLOSS.**

For getting up Linen Equal to New, 1d., 3d., 6d., 1s.

**CRITCHLEY'S HAIR RESTORER.**

Restores Natural Color to Gray Hair, Makes it Grow, and Cures Dandruff, 6d. and 1s.

**CRITCHLEY'S DIGESTOR.**

For Indigestion, Flatulence, Biliousness, etc., 1s. and 2s. 6d.

**CRITCHLEY'S MATLOCK OIL.**

For Rheumatism, Stiff Joints, Lumbago, etc., 7½d. and 1s.

**C. A. CRITCHLEY & CO.,**

Pharmaceutical Chemists,

10 King William Street, - - BLACKBURN.

This competition excited no little interest and proved an excellent advertisement.

## PROTECT YOUR DRUG BOOKS!

*Lustig's Prescription Pharmacy, Cleveland, Ohio:* By placing a pane of glass over the leaves of your Pharmacopœia, National Formulary, or any book which you use while making preparations, you protect the leaves and keep the right page in view. The glass should be a trifle larger than the book and may have a passe-partout binding on the edges if desired.

## MAKING OINTMENTS OF BALSAM OF PERU.

*George F. Lee, Philadelphia, Pa.:* Many have experienced difficulty in compounding ointments containing balsam of Peru. The balsam can be readily incorporated into any base by first treating it with a small quantity of potassium hydroxide.

## A PREPARATION FOR CLEANING DRAIN BOARDS.

*Neil Gardner, Detroit, Mich.:* We had considerable trouble in finding anything perfectly satisfactory for cleaning the drain boards at our soda fountain. They are made of copper, and we always found it necessary to do a lot of scrubbing and rubbing to make them look half-way decent. So I started to experiment of my own accord. I hit upon this formula after repeated failures, and have been using it ever since:

Whiting ..... 4 parts.  
Tripoli ..... 3 parts.  
Powdered oxalic acid ..... 1 part.

This preparation can be made for about five cents a pound. It has proved quite a money-saver for us.

## DISPENSING POWDERS CONTAINING CANNABIS INDICA EXTRACT.

*M. R. Shotwell, Denver, Colorado:* An easy way of dispensing extract of cannabis indica when it is prescribed with other ingredients such as salol, etc., is first to place the extract in a mortar and rub it up with a small quantity of alcohol; then add the other drug or drugs. By the time one has triturated the cannabis well the alcohol will have evaporated, leaving a perfectly dry powder with the cannabis indica finely divided.

## COLORING BAY RUM.

*C. K. Bushey, Dillsburg, Pa.:* In bay rum a very slight yellow color is desirable. Different formulas call for tincture of saffron and other coloring agents, but the best and simplest means is this: After mixing the oils, alcohol, and water, and before filtering them, just drop a few sprigs of saffron into the container; shake, let the mixture stand a short time, and then filter. The result is a beautiful tinge of yellow.

## HOW TO KEEP CHOCOLATES IN SUMMER.

*James L. Touhy, Salem, N. J.:* To prevent chocolate drops from looking stale in the summer time, place a glass jar or dish of ice in the candy case. Keep the doors closed, and the chocolates will not take on that white, stale appearance which spoils their sale during the hot weather.

## LETTERS.

### A PHARMACOPOEIAL PROTEST.

To the Editor:

I haven't told you any of my troubles for some time. I have one complaint to make which comes to the front every once in a while, and I keep thinking that somebody else will tackle it and thus make it unnecessary for me to do so. After reading Professor Remington's excellent address on the U. S. P. in the June number of the BULLETIN, however, I am provided with such a favorable excuse for putting in my kick that I cannot let the opportunity pass.

Frankly, I don't like the change in the title of the Pharmacopœia from "U. S. P. 1900" to "U. S. P. Eighth Revision." As the time for a new revision is now so near at hand I am going to give my reasons, and I hope to have an expression of opinion from the editor of the BULLETIN and also from the pharmaceutical press generally, not to mention the profession at large. I believe the matter to be of sufficient importance to justify some thought, since the time for action is not far away.

It is true that the Committee of Revision got out the present book a little nearer 1910 than 1900, but it had an exceptionally large amount of work to do, and it was further embarrassed by the death of Chairman Rice just as the work was getting under good headway. Nevertheless, I do not consider that the delay, inevitable though it may have been, was sufficient cause for changing the time-honored rule of calling the book after the year in which the committee for the decade was organized and the work of revision begun. In referring to past editions, the ideal way to identify them is by the year, which tells the whole story. For instance, I attended pharmacy lectures when the fifth edition was official: now let me ask how many of us would know that this was the edition of 1870 unless we were to sit down and painfully count the revisions backward on our fingers? In having my journals and magazines bound I always add the date instead of the volume number to the title, and for the very simple reason that reference is thus rendered easier. The year number always affords the most convenient method of locating an article in a periodical work.

Hoping that other pharmacists and the pharma-

ceutical editors will come forward with their opinions on this important subject, and that the title of the next revision will be "U. S. P. 1910" instead of "U. S. P. Ninth Revision," I am,

Very sincerely yours,

Nashville, Tenn.

J. O. BURGE, Ph.G.

### MAKE SEIDLITZ POWDERS OR BUY THEM?

To the Editor:

Many druggists continue to make their own Seidlitz powders, laboring under the impression that they save considerable thereby. Doubtless they have never figured this out, or they would have been relieved of that erroneous impression. For their convenience I am submitting a very careful estimate herewith.

The average druggist must pay 25 cents a pound for Seidlitz mixture and 35 cents a pound for tartaric acid. Some may make their own mixture, but this does not alter the cost. Take one gross for an example:

3 pounds, 4½ ounces Seidlitz mixture at 25 cents.....	.82
5/7 pound tartaric acid at 35 cents a pound.....	.25
288 papers at 50 cents per 1000.....	.15

Total, if accurately made .....\$1.22

Many druggists, however, use wooden molds instead of weighing the quantities. In that event they usually lose 8 ounces of Seidlitz mixture and 2½ ounces of tartaric acid on each gross of powders. This loss adds 18 cents to the expense, making the total cost of one gross \$1.40 exclusive of one's time. Assuming that one gross may be made in an hour, which is more than can generally be done, and allowing 25 cents an hour for labor, the total cost would amount to \$1.65 a gross.

Now figuring on a larger scale, Seidlitz mixture purchased in barrel lots costs 18 cents a pound and the tartaric acid 28 cents, including the freight at about one-half cent a pound. At this rate the net cost is \$1 a gross. In large stores more than in small ones, time is an important factor. Figuring the time cost of one gross at 25 cents, the powders will then amount to at least \$1.25 a gross.

Full-weight powders can be purchased at \$1.45 a gross in single gross lots, and at \$1.25 in 12-gross lots. It is therefore evident that to put this product up oneself involves a lot of trouble without effecting any saving.

J. J. MINTON.

Washington, D. C.

## TWO "OLD-TIME" RECIPES.

To the Editor:

Recently I came across two recipes which possess a certain historic interest. The first, a recipe for making ink, was written in 1718, and the handwriting is apparently as black and legible as it was at the time it was written nearly 200 years ago. Here it is:

*Andrew Lamb, receipt for making  
excellent Ink 1718*

*Take  $\frac{1}{2}$  pound of Galls & 1 lb Logwood  
& boil them together in 6 quarts water  
till there are but 4 quart left; then  
put in one pound Copreses, & let it boil  
till the copreses is melted, then let it  
stand till it be cold & put in 2 ounces  
of Gum-arabic Note: Dissolve the  
Gum-arabic in a little of the same;  
& then put it in, and that will  
make a gallon of good Ink;  
And so on more or less according  
to the above proportions.*

Interest attaches to the second recipe on account of the suggestions contained therein being somewhat akin to those made by the eminent Russian scientist Metchnikoff in his late book entitled "The Prolongation of Life." In this work he advocates

*Cure for Rheumatism*

*I am now entirely free from Rheumatic pains*

*I Drink Rennet Whey every morning  
for Breakfast.*

*It is strongly recommended by  
Dr Tissot & Buchan & other great  
Physicians in that disorder; and  
I have heard that some people have been  
entirely cured by the use of that alone.*

*I now commonly breakfast on it  
instead of Tea to prevent a return  
of the Rheumatism.*

*Letter of Joseph Shippen Jr to his  
Father, dated Philada. Jan 18 1775*

the consumption of copious quantities of buttermilk, sour milk, etc., as being conducive to longevity, and he supports his observations by data collected from authentic sources. The accompanying recipe, as will be seen, is dated 1775, and antedates Metchnikoff's work by about 130 years.

Meadville, Pa.

P. HENRY UTECH.

## A LETTER FROM MR. HELFMAN.

To the Editor:

A cold rain this morning cheats me out of a beautiful trip to the "Sächsische Schwertz," and hastens my departure for Nürnberg. It's an all-day ride. I ought not to complain, since the weather ever since my departure from Detroit has been beautiful, especially at sea and in Berlin. On the ocean I escaped actual sickness, but I found it wise to keep quiet mornings. The last two days, after sighting Cornwall and Devon, the English Channel behaved nobly: the ride then became like a trip on Lake St. Clair.

The two days in the Hague and the three in Amsterdam were intensely interesting. In Berlin I received considerable attention from acquaintances, went five times to the theater, spent a day at Potsdam, made a Sunday excursion into the country with some nice Berliners, visited the galleries, drove pretty much everywhere in the city, walked in the Thiergarten and in the Zoo, studied the more beautiful monuments, and caught many glimpses of the people's life.

Dresden is a fine, stately city, full of everything that can appeal to the educated—splendid buildings, wonderful pictures, theaters, and the like. Here I saw Freytag's "Journalisten" at the Court Theater, and last night at the Court Opera I heard a fine performance of Lohengrin. Such voices!

It keeps cold and rainy: thermometer 55° F.

I am feeling well, but when I reach Switzerland I shall do my sightseeing wholly in the daytime and go earlier to bed.

Yesterday I saw 10,000 soldiers parade in honor of the Saxon King's birthday: it was an intensely interesting sight. And to think that that mass of men represented only 1/200 of the number always under arms! They pay dearly for neighbors over here.

JOSEPH HELFMAN.

Dresden, Germany.

# FROM A MANUFACTURER OF PROPRIETARY MEDICINES!

To the Editor:

Finding ourselves possessed of a lot of patent medicines which were not labeled to comply with the food and drugs act, we wrote the manufacturers

*Dare air I have  
gon out of the  
Medisen Business  
I Have no stickers  
I guarantee my aint  
ment to comply  
with all the laws  
and Con Disheens  
of the Pure food  
and Drug law  
yours*

for stickers. From one manufacturer we received the accompanying postal card in reply. It certainly is a peach! Possibly your readers would be interested in seeing it. FARRINGTON & GILLEN.

Santa Cruz, California.

## MR. WEBBER AND THE ATHENIAN PHARMACIST.

To the Editor:

Perhaps you will be relieved to know that I have returned safely from the many temptations and dangers of foreign travel. When in Athens, Greece, two or three months ago, I stepped into a pharmacy to purchase a bottle of Hunyadi Janos to remove an obstruction in my alimentary canal caused by the crossing of three Greek words.

The fact that I was an American seemed greatly to interest the proprietor. After a half-hour's strenuous effort at making Latin gestures, getting off a few Americanized Greek words, and discharg-

ing a little poor English, I made the Athenian gentleman understand that during my callow youth I had been inveigled into the pill business and that all of my surplus adipose was due to the delightful experiences encountered in running an American drug store and spending the annual dividends.

He looked me over critically and thoroughly, and then hesitatingly explained in broken English that I was evidently in need of a bottle of Major's cement for repair purposes. This, I suppose, was a specimen of Grecian humor. He went on to say that he was very well satisfied with conditions in Athens, and I took this to mean that the physical appearance of the American pharmacist before him was scarcely such as to warrant him in changing from the easy-going life of an Athenian pharmacist.

He intimated, however, that he was very much interested in pharmaceutical affairs throughout the world generally, and asked me to send him when I should return a copy of the best pharmaceutical journal in the United States. This I readily promised to do, and it is now up to you to make the promise good. The gentleman's name and address are on the attached slip. Please send him a copy of the BULLETIN OF PHARMACY, and if he fails to become a life subscriber it is because he cannot appreciate a good thing when he sees it.

Cadillac, Mich.

A. H. WEBBER.

## WHAT WOULD YOU CHARGE FOR IT?

To the Editor:

We are enclosing a copy of a prescription which we should like to have you publish in the BULLETIN. Ask your readers what they would charge for it if it were presented to them in the regular course of business to be dispensed? Here it is:

Extract of ergot .....	5 drachms.
Strychnine sulphate .....	5 grains.
Mercuric chloride .....	3 grains.
Powdered extract of hydrastis.....	2 drachms.
Powdered extract of viburnum prun. ....	4 drachms.
Iron phosphate .....	2 drachms.

Mix and make 60 capsules. Let one be taken after each meal.

Our price on this was considered by the customer a little high, and we are curious to see what other druggists think about it.

S. DRUG Co.

Texas.

**A CLEVER TOOTH-POWDER WINDOW.**

To the Editor:

We recently had a display of tooth-powder in our window which received much favorable comment. Unfortunately the photograph which we had made of it is scarcely good enough for reproduction. The article exploited was our own "Perfection Tooth Powder." A pyramidal display of this was made on one side of the window. On the other were a number of dental forceps, each holding a tooth. A sign in the center bore drawings of two hands, each having an outstretched finger, and one pointing toward the tooth-powder, while the other pointed toward the forceps. Over one hand appeared the legend, "Use this," and over the other appeared the words, "Avoid this."

The idea was too clear to be mistaken, and the lesson went home to every observer.

Missoula, Montana. ALEX. F. PETERSON.

**TWO USEFUL FORMULAS.**

To the Editor:

Here are two preparations which have proved a success with me:

**A COLIC CURE FOR HORSES.**

Sulphuric ether ..... 1½ ounces.  
Tincture of opium..... 1 ounce.  
Spirit of peppermint..... 2 ounces.  
Diluted alcohol, sufficient to make 6 ounces.

**GERMAN BLOOD PURIFYING TEA.**

Alexandria senna ..... 16 ounces.  
Triticum ..... 8 ounces.  
Fennel ..... 2 ounces.  
Coriander, crushed ..... 2 ounces.  
Saffron ..... ½ ounce.  
Sassafras, crushed ..... 1 ounce.

Mix.

This tea is a fine seller, and if tried in a German community will bring trade to any store.

Buffalo, N. Y. F. H. BARBER.

**HOW HIS "DOLLAR IDEA" WORKED.**

To the Editor:

I am in receipt of the marked copy of the July BULLETIN containing on page 294 my "Dollar Idea" describing "A Prize Contest that Brought Trade." I may report now that this advertising scheme did all that I could possibly ask for it. The greatest number of ads. brought in by one person was a little over 6000, and the next number was

about 5000. I have had a very good sale on nearly all of the articles advertised, and I therefore consider the scheme a success.

Lost Nation, Iowa.

PAUL B. SKELLY.

**KEEPING CRUDE DRUGS FREE FROM INSECTS.**

To the Editor:

I read in your June issue of F. W. B.'s trouble with insects in crocus; also Mr. Murphy's remedy given on page 263.

Here is an idea suggested by one of my clerks, which has proved very satisfactory and involves less trouble than does Mr. Murphy's scheme. I put a 1-drachm phial of chloroform in each crude drug container. It keeps the contents free from insects and requires scarcely any attention, as the evaporation through a loose cork suffices to do the work.

Washington, D. C. CHARLES J. FUHRMANN.

To the Editor:

In sending our mite for the 1908 BULLETIN, we wish to say that the BULLETIN is one of the most welcome papers that come to us, and the amount of good that we get from its pages is more than we can say. The way it is classified, and the arrangement of its contents, make it easy of reference at all times.

McCoy Pharmacy.

Dassel, Minn.

* * *

To the Editor:

The different departments in the BULLETIN present me with more real information than any other pharmacy journal that I take. It is my favorite paper.

B. T. HARBEN.

Platte, S. D.

* * *

To the Editor:

I have been in the drug business for twenty-five years and have never found a drug journal to equal the BULLETIN. In fact, I would not be without it.

Amity, Oregon. STEPHEN J. CLARK.

* * *

To the Editor:

I don't want to miss a single copy of the BULLETIN. It is the best drug journal published, in my estimation.

R. L. COLEY.

Milan, Tenn.

## BUSINESS HINTS.

### A Clever Ad.—

Herbert O. Baer, of Wheeling, W. Va., produces some novel advertising. For example, he sends out to prospective customers a statement of account showing no indebtedness. It reads:

STATEMENT	
WHEELING, W. VA., May 1, 1908	
Bulletin of Pharmacy, Detroit, Mich.	
HERBERT O. BAER, P. D.	
COURT PHARMACY.	
COURT CORNER.	
"WE ARE IN BUSINESS FOR YOUR HEALTH"	
To account rendered,	0.00

Accompanying this bill is a little note bidding for patronage:

You will note by the enclosed that you owe us nothing. We would like to have you deal with us. We have every facility for taking care of your needs properly. If you do not require drugs, you may perhaps use some toilet supplies or sundries. May we have the pleasure of serving you?

BAER'S COURT PHARMACY.

The statement is on stiff paper  $3\frac{1}{2}$  by  $6\frac{1}{4}$  inches. The communication attached thereto is a light paper  $3\frac{1}{4}$  by  $5\frac{1}{2}$  inches in dimensions. The slogan, "We are in business for your health," printed in red ink, appears on many of the Baer announcements. Everything considered, this ad. impresses us as being a tasty and ingenious piece of copy.

### An Active Advertising Campaign in School Books.—

An increase of \$300 in one year's school-book business is certainly very gratifying. This represents the fruits of an advertising scheme adopted by The South End Drug Store, of Hillsdale, Mich. The whole plan is a simple one, but well thought out.

With the approach of a new semester, Parrish & Campbell, the proprietors of this store, send out the following letter to the heads of the different families in their vicinity:

Mr. _____,

DEAR SIR:—We take the liberty of sending you one of our 1907 school book catalogues.

If you are interested in buying School Books, you will, we think, appreciate this. It not only gives you a chance to buy your books early and secure a better selection, but it enables your children to look the books over and become familiar with them before starting in the school year.

If by chance you should select the wrong books, you are at liberty to return them in exchange for others or have the purchase price refunded. Trusting that we may be favored with your business this year and thanking you for past favors, we beg to remain,

Yours very truly,

The catalogue to which they allude is a four-page folder, 11 by 8 inches in dimensions. Both the front and rear covers contain brief selling talks on school books. The two

inside pages are divided into fifteen sections. In the "arithmetic" section, for instance, are mentioned 11 books on that subject. In each instance the prices of the new and second-hand editions are given. Works on history, music, geography, grammar, etc., are enumerated and quoted in the same way. A section is also devoted to general school supplies.

The value of a price list of this kind is at once apparent. The father can look it over and figure up the outlay which will be necessary to furnish his children with books and school supplies. Naturally he prefers to direct the patronage of his youngsters to a store which publishes its prices rather than to one whose charges are unknown. Then there is the additional factor: Business comes to those who go after it, and Parrish & Campbell do not wait for the patronage to come of itself. While this advertising campaign effected an increase of \$300 in their last year's book business they look for even bigger sales this year.

### An Attractive Corn-cure Window.—

The accompanying photograph represents a display in the window of H. A. Papprell, Sydenham, England. The whole window was decorated with oats, draped curtains serving as a background. Bottles of "corn cure" were fastened to the sheaves wherever possible. The central attraction was a small hot-air engine driving a model of a threshing machine and a windmill hammer crusher. Mr. Papprell had this work-



ing for nine hours a day at the cost of only a few pence. Above the machine appeared the sign: "Now ready for threshing the corn. Have you any? Contract per bushel." Directly below was another placard: "Papprell's Never Fail Corn Cure." The one on the left read: "Our Corn Cure is not a lame argument." This exhibit was allowed to remain in the window for three weeks. It not only proved of general advertising value but was the means of selling six dozen corn cure.

### Profit in Side-lines.—

J. F. Hostelley, writing in *Merck's Report*, offers some interesting comment on side-lines. Very often a druggist will say: "I would like to carry some side-line, but I haven't room for it." You look around his store, and, first thing,



your eye falls on a show-case filled with syringes. Now there is an opening for the side-line: take the syringes out of the case, pack them under a counter, handy, and fill the case with, for instance, fine boxed confectionery. When a syringe is needed, where does the man or woman go for it? To a drug store, of course. How many syringes do you sell in a month to people who buy because you display syringes in a show-case? A display of syringes, sick-room supplies, and other goods strictly in the drug-store line makes little impression on the casual observer. He expects to find these things in a drug store, and very likely, if he wanted something of the kind, he would go to the drug store that had appealed to him through some popular side-line. Now, with confectionery, post-cards, stationery, and some other popular lines it is different. There is an everyday need or desire for these things; they are on the public mind. Good boxed candy is in demand. Where it is displayed well it sells, and the better it is displayed and advertised, the more it sells. People can be put into the notion of eating it, and buying it for others, repeatedly.

#### A Corn-cure Ad.—

The chief purpose of the average advertisement is to stimulate a desire for the article exploited. We are reproducing one side of a two-page folder on a corn cure which is well suited to this end. It tells the story in a perfectly plain, straightforward way that ought to carry conviction:

#### DON'T SUFFER WITH CORNS.

If you are suffering with Corns—it makes no difference what kind of a corn it is, whether it is a soft corn or a hard corn, whether it is on top of the toes or between the toes or on the soles of the feet—you can be relieved of this suffering quickly and without any inconvenience to yourself and without any pain. All that is necessary for you to do is to use Kiedaisch's Swift Corn Cure. It is, without exception, the most reliable and easiest remedy to use, and brings quicker results than any corn remedy manufactured.

#### Kiedaisch's Swift Corn Cure,

15 and 25 Cents.

Kiedaisch's Swift Corn Cure is exceptionally easy to use. Simply apply a little of the remedy every morning and night for three or four days with the brush. When this is done you will be able to pull the corn off, taking its entire root. It is really a wonderful preparation for removing corns and bunions, also for removing warts; being easy to use and carrying no pain with it, it is fast becoming the most popular corn remedy on the American market. We advise our customers, we advise every one, suffering with corns to give Kiedaisch's Swift Corn Cure a thorough and most careful trial.

During all the time we have been familiar with this splendid remedy we have never heard one complaint that it did not produce the most satisfactory results. Kiedaisch's Swift Corn Cure is reliable. Kiedaisch's Swift Corn Cure absolutely removes corns, bunions, and warts. Price, 15c and 25c.

FOR SALE BY

J. F. KIEDAISCH & SON,

DRUGGISTS,

Cor. 11th and Main Streets.

AND

WILKINSON & CO.,

Keokuk's Biggest, Busiest and Best Drug Store,

422 Main Street.

#### An Ingenious Means of Compiling a Mailing List.—

A merchant in Manawa, Wis., has a novel plan of compiling a mailing list for the purpose of sending out advertising matter. He offered a \$2.50 fountain pen to the pupil in each of the twelve city schools who would give him the largest list of names of farmers in his community. This, of course, means that he gave away twelve pens, one in each school. Mr.

Briggs obtained the names and post-office addresses of more than four hundred and fifty persons; in addition to obtaining this mailing list he got more than enough advertising to pay for what he spent. Mr. Briggs says this scheme has already brought him a great deal of trade aside from the mailing list, and he is now busy sending out advertising matter to the names thus acquired.

#### A Live Cigar Ad.—

"Holton's Tips" is the name of a little paper edited by a Detroit cigar store. One of the ads., entitled "Where Do You Come In," contains some pungent, readable material

### Where Do You Come In?

When you buy your Cigars of the cheapest fellow in the trade and after smoking find no satisfaction,

#### Where Do You Come In?

If you buy a Cigar that looks like the SCARLET SHIELD and pay a seemingly less price for it, and then find that quality for quality and weight for weight the SCARLET SHIELD kind is the best and cheapest,

#### Where Do You Come In?

Suppose the Cheaper Man, bless his heart, does sell you a cigar that he says is just as good as the SCARLET SHIELD Havana Cigar, and it is not, because it has not the life and quality,

#### Where Do You Come In?

Mr. Smoker, there is only one way to buy, and that is on the record of what you want. Character is a man's record. So it is with Cigars—buy on character. When you buy the SCARLET SHIELD Havana Cigar, you buy on character and get service and quality, and that is

#### Where You Come In.

### C. J. HOLTON, Seller of Cigars.

which may well be appropriated by the druggist. We are reproducing it in the hope that it may prove suggestive to some of our readers for their own announcements.

#### Cultivating the Doctor.—

Herbert O. Baer, of Wheeling, W. Va., is an aggressive advertiser. He sends out a weekly letter to the doctors in his vicinity. Here is a typical one:

DEAR DOCTOR:

Digitalis is one of the most important drugs, but nevertheless is most often found inert.

We have, with much trouble and expense, obtained an English Digitalis leaf from which we make our infusion. Best results are obtained when this preparation is made extemporaneously, and results are what we are both after; so tell your patients when you direct them here, it will take a short time to prepare, or better phone us and we will have it ready for them.

We think so much of the quality of this leaf that we enclose a sample for your inspection. We also desire to call your attention to our Tincture. It is always up to the U. S. P. standard and we are sure of its activity.

May we serve you?

While the theme of this copy is a confined one, the general effect on the reader is good.

## CAPSULES OF SCIENCE.

Prepared by Prof. W. L. SCOVILLE.

### A Bunch of Hints.—

Light and warmth do not affect the keeping of formaldehyde solutions. (DeWaal.)

"Epileptol" consists of a solution of formamide and a small amount of hexamethylene tetramine. (F. Lesnik.)

"Hernia Pills" contain  $\frac{1}{4}$  grain sandalwood oil and  $\frac{1}{8}$  grain salol per pill. (Lenz and Lucius.)

"Depilatory," a German hair-removing powder, consists of 30-per-cent crude barium sulphide, 30-per-cent "meal," and 40-per-cent silica. (Lenz and Lucius.)

"Toral" is an antiseptic dental preparation consisting of cresol and bismuth tribromphenol.

A German deodorized tincture of iodine consists of an alcoholic solution of camphor and menthol containing about 0.25 per cent of combined iodine and a little hydriodic acid. (Lenz and Lucius.)

"Insensibilisatum" is the suggestive name applied to an ointment composed of coca extract, glycerin, and anhydrous lanolin. (Lenz and Lucius.)

"Lumbagin" is a solution of about 20-per-cent quinine hydrochloride, 3-per-cent antipyrin, and 10 per cent hydrochloric acid, in water. (Lenz and Lucius.)

### "Synthesis" Covers a Multitude of "Syns!"—

According to K. Dieterich, "synthetic balsam of Peru," known commercially as "Perugen," is composed of benzyl benzoate, styrax, benzoin, and balsam of tolu. (Benzyl benzoate is also known as Peruscabin.) It is detected by underlying an ethereal solution of Perugen with concentrated sulphuric acid, and afterward with hydrochloric acid. A green zone between the ether and hydrochloric acid, with a red zone between the hydrochloric and sulphuric acids, indicates the presence of Perugen.

### The Gravity of Gravity.—

"The force with which the moon is held in its orbit would be great enough to tear asunder a steel rod 400 miles thick, with a tension of 30 tons to the square inch; so that, if the moon and earth were connected by steel instead of by gravity, a forest of pillars would be necessary to whirl the system once a month round their common center of gravity." So says Sir Oliver Lodge in the *North American Review*. And scientists are profoundly interested in the medium through which this enormous force is exerted.

### Fruit Juices.—

Austrian dispensers are having their troubles with pure food laws and the question of preservatives in fruit juices. Two chemists have carried out exhaustive experiments with raspberry and cherry juices and find that one part of salicylic acid to 2000 parts of raspberry juice, or 14 parts of alcohol to 100 of raspberry juice, are the minimum amounts necessary to prevent fermentation. With cherry juice 1 of salicylic acid to 2000 failed, and 18 per cent of alcohol was necessary. These juices contained no cane-sugar.

### Urinary Diagnosis.—

The amount of uric acid in the urine depends upon the amount of phosphates and of urochrome (the coloring body of urine) present. The first has the power of dissolving uric acid, and the second prevents precipitation. Another Russian chemist finds that in typhoid fever the urine contains nearly three times as much urochrome as it does normally. He thinks that an estimation of urochrome may have a diagnostic value, and gives a process for it.

### Chemical Geography.—

Different varieties of pines yield turpentine having slightly different properties. A Russian chemist has found that the differences lie in the resins as well as in the oils. He finds at least 5 different crystalline modifications of the resin acid—having different physical and optical properties, as do the oils. The acids can be secured in an almost white and pure condition by straining the melted resin, allowing them to solidify, and squeezing out the oil, etc., in a press. There's hope that we may some time be able to tell where our "Chian" turpentine really comes from.

### Ointment Absorption.—

Dr. Sutton, of England, finds by an original method that lard, benzoated lard, and goose grease are the most rapidly absorbed by the skin, of all the ointment bases. Petrolatum can be rubbed in, but unless friction is applied it does not penetrate the skin. Anhydrous wool-fat is very slowly absorbed, but when mixed with a vegetable oil it enters the skin readily. These experiments do not apply to the quantity of fats absorbed, but only to their rapidity of absorption.

### Good to Breathe, Too!—

Ozone, generated by electric currents, is used for sterilizing drinking-water, for aging alcoholic liquors, for developing perfumes, for preserving sugar and wine solutions, in treating fats, bleaching flour and fabrics, for preserving live fish in transportation, in the manufacture of artificial silk, in the treatment of tobacco, and for manufacturing coloring matters and many chemicals. Quite a useful substance!

### Water-glass.—

There's a difference between a solution of silica in caustic soda and a combination of soda with silica. A compound of alkali and silica may exist in the proportion of 1  $\text{Na}_2\text{O}$  to 1 or 2  $\text{SiO}_2$ . Such compounds are true sodium silicates. When 3 or 4 of silica exist in solution to 1 of  $\text{Na}_2\text{O}$ , the mixture contains silica in solution, and is a true water-glass.

### For Your Show Bottles.—

Copper salts of weak acids (as acetate, formate, propionate, etc.) have a much deeper color in solution than the salts of the mineral acids (chloride, sulphate, etc.). Weak solutions of the organic acid salts have a green tint, while strong solutions are a deep blue.

### The Active Principle of Chewing Gum.—

Professor Tschirch finds that chicle or balata (which is the basis of chewing gums) contains a crystalline principle which he calls alpha-balalban. Its stimulating action on the masticating muscles has not yet been discovered—by science.

## PRACTICAL PHARMACY.

### Making and Dispensing Pills.—

Some pertinent remarks on this subject appeared recently in the *Pacific Pharmacist* from the pen of J. Leon Lascoff. To quote:

"It is known to every pharmacist that for the last few years physicians have been prescribing ready-made pills. The reason for this is not far to seek."

"Pharmacists dispense pills without due regard to the kind and quality of excipient employed, and to the physical properties of the active ingredients prescribed. For instance, one pharmacist will dispense a pill of strychnine 1/60 grain, or atropine 1/100 grain, the size of a pin-head, while another will turn out a pill from the same prescription as large as a pea.

"I would therefore suggest that the following points should be observed in dispensing pills:

"*First*—The mass should be as hard and as small as is consistent with proper manipulation.

"*Secondly*—It should be divided with exactness, to insure uniformity in the size of the pills. This is important, in the first place, to insure an equal division of the active contents; and, secondly, to add to the appearance of the pill, and insure the confidence of both physician and patient.

"If the ingredients are white, like quinine, duotal, or thio-col, the mass should be made with glycerite of starch and be coated with creta gallica or starch, so that they turn out white.

"If the prescription calls for iron, the excipient is preferably glucose, and one should make a soft black mass, and dust the pills with lycopodium. The character of the mass



FOUR GINSENG PICTURES.—In this view one looks down a walk between the ginseng beds. The diffused rays of sunlight are seen filtering through the shelter above. The picture does not show much of the plants themselves, but conveys a fair idea of the way in which the beds and shelter are arranged.

and its weight should be entered on the prescription, so that a repetition may be the same as the original in color, weight, and size. The mark 'M. F. Pil. L. A.' (*lege artis*) on the prescription calls for the dispensing of the pills as small, round, and uniform as possible, which presupposes the use of an excipient proper both as to character and weight."

### Determining the Presence of Castor Oil in Mixtures.—

To determine castor oil in mixtures N. J. Lane (*Pharm. Ztg.*) utilizes the known insolubility of the lead ricinoleate in petroleum ether. Three or 3.5 grammes of the oil or fatty mixture are saponified, then accurately neutralized, the mixture added to 200 Cc. boiling water, and precipitated, while boiling, with 30 Cc. of a 10-per-cent lead-acetate solution. The dried precipitate is then extracted with petroleum ether (b. p. 40° C.). The solution is made up to a definite volume, in an aliquot portion of which the fatty acid present is determined by titration or other suitable method, and calculated as oleic acid. In order to ascertain the quantity of castor oil present, it must be simply remembered that most of the oils here to be taken into consideration contain about 80 per cent of liquid acids.

### A Quinine Elixir.—

H. M. Vaughn, in a paper read before the Texas Pharmaceutical Association, dwelt on the feasibility of preparing specialties for doctors. Realizing that there are many sweet quinine mixtures on the market, Mr. Vaughn originated the following formula:

Fluidextract of yerba santa.....	4 ounces.
Solution of potassium hydroxide.....	1 ounce.
Oil of wintergreen.....	2 drachms.
Oil of cinnamon.....	½ drachm.
Fullers' earth.....	2 ounces.
Caramel.....	4 drachms.
White sugar.....	28 ounces.
Distilled water, enough to make.....	32 ounces.

Mix the fluidextract, solution of potassium, the oils, and fullers' earth with one part of distilled water in a quart bottle and shake well.



FOUR GINSENG PICTURES.—For the pictures of a ginseng farm shown on this and the opposite pages we are indebted to Prof. E. V. Howell, of Chapel Hill, N. C. They exhibit views of the ginseng garden of C. F. Thoms of Hendersonville, N. C. The present engraving shows the ginseng beds from a distance, under shelter. The darker portions of the shelter are composed of brush and the lighter portions of split poles.

Let the mixture stand twenty-four hours with occasional agitation, filter through a double filter, returning the filtrate until it runs clear, and finally add enough distilled water for one pint. Place the sugar in a percolator and pour upon it the filtrate, returning the first four or six ounces to the percolator, until the syrup becomes clear, finally adding enough distilled water to make one quart. To the above elixir when mixing with quinine, add one grain of saccharin to the ounce. To the finished elixir add 2, 3, or 5 grains of quinine sulphate to the teaspoonful. It disguises the taste completely. In fact, the product is sweet and will remain so, if the dose is followed at once by a drink of water.

Mr. Vaughn suggested that if one measures the capacity of the average teaspoonful he will find it takes but six to make a fluidounce. Some doctors no doubt figure eight teaspoonfuls to the ounce, but if they should have occasion to prescribe the maximum dose, they will find out their mistake.

#### Elixir of the Phosphates of Iron, Quinine, and Strychnine.

A specimen of this elixir was submitted at a recent meeting of the Chicago Branch of the American Pharmaceutical Association. Professor Hallberg, in commenting on the U. S. P. method, stated that of sixty lots made by students none precipitated, and all were fairly uniformly light-yellowish-green in color.

Mr. Schaper was of the opinion that the product should have a darker color than that given by the present formula, and Mr. Ladish commented on the beautiful green color of the preparations on the market of certain manufacturing houses.

Attention was called to the fact that these preparations could not be U. S. P., as the official formula does not yield a green product. When it was stated that a certain prominent manufacturing house had declared in a written communication that it would not supply the official preparation, since it could not make a satisfactory product after the official formula, one which it could guarantee to keep, several members spoke of the variability in the ferric phosphate. Mr. Schaper stated that the most satisfactory product was the solution prepared from ferric citrate and sodium phosphate. Mr. Hallberg said that this was the form of ferric phosphate



FOUR GINSENG PICTURES.—At first glance this picture would not seem to have any direct connection with ginseng culture, but we may explain that it exhibits a bear trap used at Mr. Thoms's ginseng farm. Reverting to the subject of ginseng, we may quote Professor Howell as saying that the drug grows wild in western North Carolina. He has found some of it also at Chapel Hill in middle Carolina.

which the students had used, but that if the ferric citrate is bought, care must be taken lest the ammonio-ferric citrate be obtained instead of ferric citrate, "soluble."

#### Linimentum Calcis—"Carron Oil."—

Otto Raubenheimer, Ph.G., of Brooklyn, in a paper read before the New York Branch of the American Pharmaceutical Association, made some interesting comments on lime liniment. He said in part:

"Lime liniment is often known as carron oil, after the Carron iron works and foundries, Carron, Scotland, where this remedy originated about the year 1800. It has been much used as an application to burns ever since. The flaxseed oil of the U. S. Pharmacopœia of 1870 was replaced in the 1880 edition by cottonseed oil, which, however, did not give satisfaction. In U. S. P. VIII we return to the use of linseed oil.

"In place of equal volumes of lime-water and linseed oil I should recommend the adoption of equal parts by weight. The mixture forms an insoluble lime soap or calcium linoleate. On standing the liniment separates into three layers, a watery layer resting on the bottom, with the lime soap in the center and the excess of oil on top. It can, however, be easily mixed together by shaking. Although such an authority as the Supplement to the German Pharmacopœia (3d edition, p. 210) orders in large type that this liniment should be freshly prepared, I find that the liniment actually improves with age. Furthermore, it is best to keep a few 4-, 8-, and 16-ounce bottles of carron oil on hand, because when this liniment is required for burns and scalds it is wanted in a hurry."



FOUR GINSENG PICTURES.—A better conception of the appearance of the ginseng plants is gotten from this engraving. It may be said in this connection that Mr. Thoms sold \$900 worth of ginseng from one acre of ground during the last spring!

## QUERIES.

*Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

### A Few Soda Formulas.

S. C. R.—We are somewhat at a loss to know just what type of soda formulas you have in mind. Here, however, are a few which may serve your purposes:

#### ORANGE CHOCOLATE.

Extract of vanilla, 1 ounce; orange-flower water, 2 ounces; chocolate syrup, 1 gallon. Serve with cream in a soda glass.

#### MAPLE WALNUT SUNDAE.

Over a portion of ice cream in a sundae cup, pour a small quantity of genuine maple syrup, and sprinkle with chopped walnuts.

#### SHERBET SYRUP.

One quart claret wine, 1 quart strawberry, 1 quart raspberry, 1 quart pineapple, 1 ounce foam, 1 ounce sol. cit. acid, to make one gallon sherbet.

#### CHOCOLATE FRUIT SUNDAE.

Strawberry syrup, 10 ounces; vanilla syrup, 10 ounces; raspberry, 8 ounces; chocolate syrup, 4 ounces. Pour a ladleful of the mixed syrups over ice cream.

#### ROSE SYRUP.

Extract of rose,  $\frac{1}{2}$  ounce; extract of orris, 2 ounces; extract of vanilla, 1 ounce; red fruit coloring, 1 ounce; simple syrup, 1 gallon. Mix and strain.

#### RUBY MAYE.

Orange syrup, 1 ounce; pineapple syrup, 1 ounce; claret wine, 2

ounces; 1 egg; dash of phosphate. Add a little shaved ice, and finish as in preparing an egg phosphate.

#### MALTED MILK SUNDAE.

Put a portion of ice cream in a sundae cup and sprinkle about a tablespoonful of Horlick's malted milk over the top. If desired this may be topped with a little grated nutmeg.

#### GRAPE-NUT SUNDAE.

Place a portion of ice cream in a sundae cup and cover with grape-nuts, and over this pour a spoonful of whipped cream. If desired, add a little grated chocolate or powdered cinnamon.

### Hand and Toilet Lotion.

R. K. submits a query of a rather unusual character. He writes: "In dissecting cadavers embalmed with formaldehyde, the hands of the operator are very apt to become hard and rough. Kindly publish the formula of an application which will relieve this condition."

It happens that the *Therapeutic Gazette* offers in the current number a recipe which answers the purpose very nicely:

"This mixture is non-sticky, non-greasy, and non-irritating. It is bland and smooth, and of perfect consistency, requiring no shaking before use, and has antiseptic properties as well:

Tragacanth .....	2 drachms.
Quince seed.....	15 drachms.
Borax .....	6 drachms.
Boric acid.....	8 drachms.
Glycerin .....	10 ounces.
Alcohol .....	10 ounces.
Perfume .....	q. s.
Color .....	q. s.
Sodium benzoate.....	3 drachms.
Boiling water .....	5 pints.
Water.....	q. s., 8 pints.

Dissolve the tragacanth in two pints of water, stirring until dissolved, or until it becomes a homogeneous mixture. Steep the quince seed in boiling water for four hours, stirring frequently; then strain carefully. Dissolve the borax, sodium benzoate, and boric acid in the



THE OHIO STATE PHARMACEUTICAL ASSOCIATION TRAVELERS' AUXILIARY.—This body met at Cedar Point on Lake Erie, Ohio, July 9, 1908. The following officers were elected: President, George M. Schambs, Cleveland; first vice-president, Charles Diehl, Cincinnati; second vice-president, J. C. Wolfinger, Elkhart; third vice-president, Charles Anschutz, Cleveland; fourth vice-president, A. J. Schwartz, Cincinnati; secretary, F. W. C. Diebel, Toledo; treasurer, A. J. Pettit, Elkhart, Ind. Nearly all of these officers are in the first row. Reading from the left are Messrs. Schwartz, Goodwin, Diebel, Diehl, Bauer, Schambs, Pettit, and Anschutz.





VIEWS OF A PHARMACEUTICAL PICNIC.—The three pictures shown on this and the opposite pages were taken at the annual picnic given by Parke Davis & Co. this year to its employees. The attendance was something over 5200. Athletic events of all kinds were "pulled off," and in the present picture we see a number of attractive young women about to enter the "Gentle Zephyr" contest. At a signal the balloons were allowed to escape and the girls afterwards catching the greatest number of them were awarded prizes.

remainder of hot water. Add the perfume and glycerin dissolved in the alcohol, and finally the tragacanth and quince-seed mucilage, which had previously been mixed, portion by portion, shaking after each addition, in order to get a thoroughly homogeneous mixture. The consistency may be varied by addition of water.

"This is not only a highly satisfactory preparation, of which more than thirty gallons is used at an Eastern hospital annually, but it can be made more economically than the benzoin, glycerin, and rose-water mixture, more or less of the gum being precipitated in the latter preparation even when made with hot water, resulting in an inelegant and unsightly mixture.

"In the above preparation tincture of benzoin may be incorporated with more satisfactory results than can be obtained with the benzoin, glycerin, and rose-water preparation, if done carefully, as there is more body to the preparation in which to suspend the benzoin. However, it must be remembered that if tincture of benzoin is to be added, it should be dissolved in the alcohol, perfume, and glycerin before incorporating with the mixture of tragacanth and quince-seed mucilage."

#### *Moth Flies in the Cases.*

J. W. C. complains about small insects which infest his store. He goes on to say: "People who know claim that they are moth flies. They are particularly active at night, flying around the stores and getting into the candy cases. Tanglefoot and chloroform never phase them. If any of your readers can suggest a remedy short of burning down the store, for goodness sake let them give it to me!"

Try the following: Mix 1 part oil of eucalyptus, 1 part oil of lavender, and 10 parts oil of sassafras. Put this mixture in a bottle and insert a perforated cork. Sprinkle the product on convenient areas of the interior of the case two or three times a day, and the flies will probably disappear.

See the suggestion made last month in the department of "Dollar Ideas." Perhaps formaldehyde, however, would not be safe to use in a candy case.

#### *Cooban's Cooling Cream.*

E. P. M. writes as follows: "Will you please publish the revised formula for Cooban's cooling cream? I understand that it is now made with less glycerin than formerly to avoid stickiness and slowness in drying."

Quince seed .....	2 ounces.
Boric acid .....	32 grains.
Starch .....	2 ounces.
Carbolic acid.....	80 drops.
Glycerin .....	18 fluidounces.
Alcohol .....	24 fluidounces.
Oil of lavender.....	80 drops.
Oil of rose.....	20 drops.
Extract of white rose.....	2 fluidounces.
Tincture of benzoin.....	4 fluidrachms.
Water, enough to make.....	1 gallon.

Dissolve the boric acid in four pints of water, and in this macerate the quince seed for three hours, strain through muslin with pressure, shake well, and strain again without pressure. Heat together the starch and the glycerin until the starch granules are all broken; this is best accomplished in an enameled vessel, over a hot fire, heating quickly, and stirring continuously with a piece of smooth, white pine. This is important, as the product is easily scorched, and thus discolored. When the mixture becomes thick and takes on a semi-transparent appearance, remove the vessel from the fire and set it in a pan of cold water. When cool, add the carbolic acid and the quince-seed mucilage. Dissolve the oils, extract, and tincture of benzoin in the alcohol, add the mixed glycerite and mucilage, shake well, and strain through muslin.

#### *Embalming Fluid: A Mistake in the Formula.*

W. H. W. & Co. last month submitted the following recipe for an embalming fluid which they claimed would not make a clear solution:

Formaldehyde .....	11 pounds.
Glycerin .....	4 pounds.
Borax .....	25 pounds.
Salt peter .....	25 pounds.
Boric acid.....	1 pound.
Eosin (1-per-cent solution).....	1 ounce.
Water, sufficient to make.....	10 gallons.

Dissolve the borax and boric acid in water. Heat and stir to aid the solution. Add the salt peter. When complete solution is effected, add the glycerin and formaldehyde. Lastly add the eosin.

We replied that there was not enough water in the fluid to keep the salts in solution.

W. S. Mundschaer, of Youngstown, Ohio, has since laid his finger on the real trouble. He writes: "Two years ago an undertaker gave me a formula for an embalming fluid



VIEWS OF A PHARMACEUTICAL PICNIC.—One of the great attractions at the P. D. outing was a circus gotten up and entirely conducted by P. D. employees themselves. Some of the participants are seen in the present picture—certainly a choice collection of racial freaks!





**VIEWS OF A PHARMACEUTICAL PICNIC.**—This is a snapshot of some of the P. D. executives. Reading from the left we have J. P. Reymond, manager of the Kansas City branch; Frank G. Ryan, president of Parke, Davis & Co.; H. L. Russell, of the General Business Department; J. E. Bartlett, manager of the Chicago branch; and James Wilkie, one of the laboratory superintendents. The first and third figures at the right are Messrs. Skillman and Mason, business manager and editor of the *BULLETIN OF PHARMACY*.

similar to the one in question. It gave the quantities of borax and saltpeter, however, as  $2\frac{1}{2}$  pounds each, instead of 25 pounds as written by W. H. W. & Co. Evidently the customer made an error in copying the recipe, omitting the decimal point between the figures 2 and 5."

#### Liquid Soap.

W. J. B.—We do not know the ingredients of the liquid soap which you mention. The following is, however, a common formula:

Olive or cottonseed oil.....60 parts.  
Caustic potash, U. S. P.....15 parts.  
Alcohol and water, sufficient of each.

Dissolve the potash in 1 ounce of water, heat the oil on a water-bath, add the solution of potash previously warmed, and stir briskly. Continue the heat until saponification is complete. If oil globules separate out and refuse to saponify, the potash is not of proper strength, and more must be added—1 or 2 parts dissolved in water. If desired transparent add a little alcohol, and continue the heat without stirring until a drop placed in cold water first solidifies and then dissolves.

Commercial potash may be used, but the strength must be ascertained and adjusted by experiment. The soap thus made will be like a jelly; it is dissolved in alcohol, 4 to 8 ounces of soap to 2 of alcohol, and after standing a day or two is filtered and perfumed as desired. A rancid oil would be easier to saponify, but the soap would likely be rancid or not as good.

#### Garment-cleaning Soap.

O. D. requests us to inform him whether it is possible to make a permanent mixture of gasoline or benzine with ordinary laundry soap. A good formula of this nature consists of:

Good bar soap, shaved up.....165 parts.  
Ammonia water.....45 parts.  
Benzine .....190 parts.  
Water, sufficient to make.....1000 parts.

Dissolve the soap in 600 parts of water by heating on a water-bath, remove, and add the ammonia under constant stirring. Finally add the benzine, and stir until the mixture becomes homogeneous and quite cold. The directions to go with the paste are: Rub the soap well into the spot and lay the garment aside for a half-hour. Then using a stiff brush, rub with warm water, and rinse. This is especially useful in spots made by rosins, oils, grease, etc. Should the spot be only partially removed by the first application, repeat.

#### A Quinine Tonic.

T. M. submits the following formula with the request that we suggest a way of eliminating the bitter taste without altering the product extensively:

Quinine sulphate.....1 ounce.  
Carbonate of potash.....1 ounce.  
Saccharin elixir..... $\frac{1}{4}$  ounce.  
Syrup .....15 ounces.  
Eucalyptus water.....5 ounces.  
Tincture of orange..... $1\frac{1}{2}$  ounces.

The saccharin elixir is composed of:

Sodium bicarbonate ..... $\frac{3}{4}$  ounce.  
Saccharin .....256 grains.  
Alcohol .....2 ounces.  
Boiling water.....14 ounces.

The substitution of the quinidine alkaloid for quinine sulphate would in our estimation make a much more palatable preparation. The saccharin might also be increased.

#### Bronzing Metals.

W. K. writes as follows: "I have a request from an importer of bronze ware for something that will remove or cover the discolorations which the sea water produces in his wares. He says that brass finishers have some gilding substance which they use after scouring the articles with a brush. Could you advise me what this may be?"

The following composition has been recommended for bronzing metal objects exposed to the air: Mix about equal parts of siccative, rectified oil of turpentine, caoutchouc oil, and dammar varnish, and apply this composition on the objects, using a brush. This bronze has been found to resist the influences of the weather.

#### Barb-wire Liniment.

H. W.—Here is a formula for a barb-wire liniment which has proved successful with one of our readers:

Carbolic acid..... $\frac{1}{2}$  ounce.  
Spirit of turpentine..... $1\frac{1}{2}$  ounces.  
Oil of spike.....1 ounce.  
Pine tar.....2 ounces.  
Fish oil, sufficient to make.....1 pint.

Put up in 1-pint packing bottles; label and cap; sell for \$1.00.



**AN ATTRACTIVE WISCONSIN PHARMACY.**—This engraving represents the store of Chas. Jones, of Beloit, Wisconsin. Fitted up with handsome fixtures, it is visibly a very prosperous and successful pharmacy.

*Removing Tobacco Stains from the Fingers.*

J. S. C. writes: "What solution will remove from the fingers nicotine stains due to cigarette smoking? Among the many agents which we have tried without success are strong solutions of sodium perborate, hydrogen peroxide, Javelle water, potassium cyanide, oxalic and acetic acids."

Try an alcoholic solution of ammonia. It usually does the work. Among chronic smokers who roll their own cigarettes, the brown color is embedded deeply in the skin, but even such stains are in the greater part removed by a mixture of alcohol and ammonia.

*Treatment of Worms.*

G. W. F. H.—Poorly fed animals are more subject to these parasites than well-fed animals. The treatment consists of giving worm medicine and good food. The following formula is of assistance:

Tartar emetic.....	9 ounces av.
Asafetida .....	5 ounces av.
Ginger .....	4 ounces av.
American wormseed.....	30 ounces av.
Salt .....	30 ounces av.
Fenugreek .....	16 ounces av.
Mustard .....	16 ounces av.
Poplar bark .....	20 ounces av.
Corn meal.....	20 ounces av.

Two tablespoonfuls are to be given each morning before feeding until four doses have been taken.

*"Prescribers' Pharmacopæia."*

"A Subscriber."—Kemp & Co.'s "Prescribers' Pharmacopæia" was reviewed on page 260 of the June BULLETIN, and the name and address of the publishers were there given. The book is published by Kemp & Co., Limited, Bombay,

India. No price was printed on the volume received in the BULLETIN office, and this information will have to be gotten from the publishers.

*Oil of Spearmint.*

B. H. W.—Oil of spearmint is a volatile oil distilled from the fresh or partly dried leaves and flowering tops of spearmint, rectified by steam distillation. An essential oil still is employed for the purpose. Joseph Oat & Sons, of Philadelphia, can probably supply the apparatus which is employed for distilling oil of spearmint.

*Removing Stains from Gold and Silver.*

G. S.—To clean tarnished gold and silver, immerse the objects for some time in a solution of one-half ounce of potassium cyanide in a pint of water. This solution, it must be remembered, is poisonous. Finally brush the objects with prepared chalk.

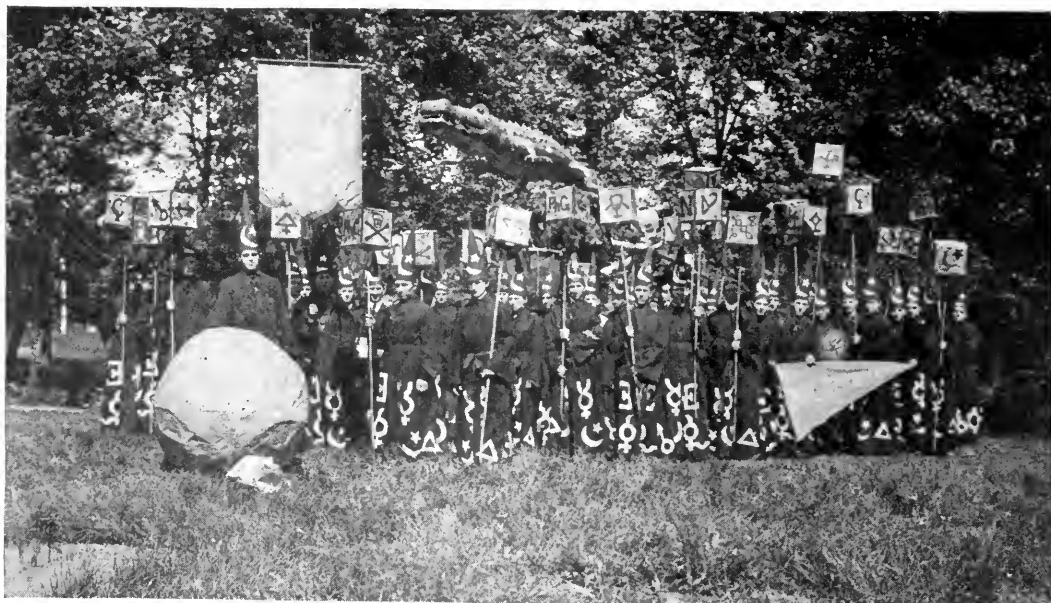
*Short Answers.*

J. K. J.—A method of silvering mirrors was published on page 306 in this department of the July BULLETIN, 1907. Other articles may be found by consulting the annual indexes in the December issues.

J. L. W.—A full list of the secretaries of the various State boards of pharmacy of the country was published in this department of the BULLETIN last December.

H. W.—Methods of destroying ants were published on page 393 of the September BULLETIN, 1907.

C. H. F.—"Blue phosphate of iron" is doubtless the slate-blue ferrous phosphate.



A NOVEL EVENT AT NORTHWESTERN DURING GRADUATION WEEK.—An interesting feature of the 1908 commencement at Northwestern University was a students' parade at Evanston. The pharmacists, 56 in number, were arrayed in colored robes decorated with the mysterious symbols of alchemy. Twelve of their number bore a large float consisting of an asbestos platform. Upon this rested a huge cauldron from which green vapors rose. A monster crocodile with movable jaws was elevated above the crowd. Each student carried a symbolical torch, while several of them rolled a huge pill, four feet in diameter, down the street.

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## THE MONTH'S HISTORY.

### THE LIQUOR QUESTION AT STATE MEETINGS.

In this department of the BULLETIN, during the last two or three months, we have reported upon the awakening of the pharmaceutical conscience with respect to the sale of liquor in the drug store, and we have chronicled what action has been taken by a number of the State pharmaceutical associations. Of the State bodies whose annual meetings have been held since our last review of the month's history was prepared, we find that several of them have made the liquor question their chief issue—in view, of course, of the rapid spread of temperance legislation throughout the country. Thus the Michigan association voted to attempt the enactment of a law prohibiting druggists from taking out general liquor

licenses, still leaving them the right, be it understood, to dispense liquors for medicinal purposes. The Ohio association decided in favor of an act giving the Board of Pharmacy power to revoke the registration certificates of druggists upon violation of the liquor law, and it took further action looking toward the elimination of "saloon drug stores." That the Ohio association acted none too soon is shown by the single fact that ten druggists of one Ohio town have recently been found to be doing a saloon business in liquors and have each of them been assessed by the State authorities to pay the Dow-Aiken liquor tax amounting annually to something like \$1075. The Connecticut association, as we reported a month or two ago, voted, like the Ohio association, to attempt the passage of an amendment to the pharmacy law making it possible to put druggists out of business who abuse their liquor privileges.

* * *

### SOME NORTH CAROLINA RESOLUTIONS.

At the meeting of the North Carolina association the State prohibition bill was discussed at considerable length by President Charles R. Thomas, and members were warned of the danger of handling liquor except for legitimate purposes. This called forth a protracted debate on the subject, and the following resolutions were heartily adopted:

*Whereas*, the people of North Carolina have by a large majority ratified the Prohibition Act passed by the last general assembly, and whereas the provisions of such act will place the sale of whisky prescribed by physicians in the hands of licensed druggists in many of the towns and cities of the State, be it

*Resolved*, That the N. C. P. A. wishes to express itself as being thoroughly in sympathy with this great temperance movement and to call upon its members to refrain from dealing in liquor wherever it is possible to do so, as it is sure to leave its blighting effect upon our noble profession.

*Resolved*, That we hope the time will soon come when pharmacists will be relieved from the necessity of handling spirituous liquors at all.

*Resolved*, That any member violating the provisions of this law be dealt with in accordance with the provisions of section 9 of the code of Ethics.

**HANDLED WITH-  
OUT GLOVES.**

The most ringing declaration on the relation of liquor to the drug store, however, was contained in the address of President George H. Boyson, of the Iowa association. Mr. Boyson struck out straight from the shoulder, and he said many things which proved rather unpalatable. He declared that a few druggists throughout the State had for years conducted little more than saloons; that they had brought the entire body of Iowa pharmacists into disrepute; that the general public and the legislature had grown to look upon druggists and saloon-keepers as belonging to the same class; that the situation cried out to high heaven for reform; and that the only rational thing to do was to pass and vigorously enforce a law absolutely prohibiting the sale of liquor in drug stores. Mr. Boyson cited instance after instance to prove his various contentions, and spoke extemporaneously with great conviction and vehemence. The majority of the audience, however, were apparently unwilling to go as far as he recommended, and some of his statements were considered so unwise that they were ordered expunged from the address by a vote of about two to one. Nevertheless the issue brought forth by President Boyson cannot be dodged. It must be met squarely some time, and the longer the day of reckoning is put off the more severe will it be.

* * *

**THE LIQUOR  
CRISIS.**

Wherever there are prohibition or local option laws outlawing saloons on the one hand, and permitting druggists the restricted sale of liquor on the other, an opportunity is presented liquor dealers to open nominal drug stores and transact their business under a pharmaceutical cloak. Many such "joints" have been established in Iowa, declared Mr. Boyson, and the BULLETIN may add that more and more of them will bob up in many States during the next few years. Note, for example, the following advertisement recently contained in the classified columns of the *Chicago Sunday Tribune*:

**TO RENT—DRUGGISTS, ESPECIALLY—SEVERAL** first-class buildings, all of which are suitable for drug stores. These buildings are all in the business portions of the city, some of them being corner blocks.

*Note.*—Under the new ordinance of this city a person may go to a drug store, and under the plea of illness purchase a gill, a gallon, or a barrel of whisky. He can make the purchase once or a hundred times a day, and the druggist can convert him into a perambulating distillery and not

violate the law, the only exception being that the purchaser shall not be an habitual drunkard or minor. For particulars inquire of ———.

This is the sort of thing that we shall have to contend with as the temperance movement progresses throughout the different States and sections of the Union! Is pharmacy to avert this great danger?

* * *

**TO PRESERVE  
OR NOT  
TO PRESERVE.**

Whether the use of chemical preservatives will be permitted under the Federal and State food and drug laws is a question which is just now of very general interest. Our readers know that some months ago President Roosevelt appointed a committee of experts to pass judgment on this pressing problem. While the committee is conducting its investigations, and while one of its members is studying conditions in Europe, Dr. Wiley has brought out a report on the use of sodium benzoate. As might have been and doubtless was anticipated, Dr. Wiley declares in no uncertain terms that this preservative is harmful, and that "its exclusion from food products is desirable not only in order to conform to the food and drugs act, but also for hygienic reasons." He adds that the results of his investigations show that "there is not a single article of food which has been commonly preserved by means of benzoic acid or benzoate of soda which cannot be preserved and offered to the consumer in perfect condition without the aid of any chemical preservative." While his findings are based upon an elaborate series of experiments on one of the famous "Wiley poison squads," they will have no legal or governmental significance unless supported and confirmed by President Roosevelt's committee of experts.

* * *

**ANOTHER MODEL  
FOOD BILL!**

In the meantime, however, the Association of State and National Food and Dairy Departments has been holding its annual meeting on Mackinac Island. In a long series of resolutions summing up the work of the meeting it was declared as the sense of the Association that "All chemical preservatives are harmful in foods and all kinds of food products are and may be prepared and distributed without them." The Association pledged "its best efforts to use all moral and legal means at its disposal to exclude chemical preservatives from food products." This whole question, of course, is of very keen interest to

druggists for the reason that soda syrups and other products handled in the trade are frequently preserved with chemicals. Incidentally the Food and Dairy Association voted to have a committee of seven appointed whose function it will be to prepare a model State food and drug bill, the determinations of the "Joint Standards Committee" to be used as a basis of facts in the preparation of this measure. We shall therefore have another "model" food and drug bill, in addition to the several which have been prepared in various places at various times.

* * *

#### NEW DRUG PROSECUTIONS.

New prosecutions are being brought under the food and drugs act from month to month. We have reported upon several of them in recent issues of the BULLETIN. In the early prosecutions the government brought suit against the manufacturers themselves, as in the Harper case, seeking to have them convicted of violating the law. These suits involved so much delay, and so much in the way of uncertainty on the part of juries, that of late the government has taken another tack. It now seizes a shipment and brings a suit for "libel" against the goods themselves. If the charge is sustained by the court, the goods are then confiscated, and the government assumes that the manufacturer, rather than have such confiscations occur in the future, will make his products conform to the law. Thus a libel suit was brought a month or two ago against several gross of toilet goods seized on their way to a department store in Washington, D. C. More recently 12 dozen packages of "Sartoin Skin Food" have been pounced on in Dayton, Ohio, on the ground that there is or can be "no such thing as a skin food separate and apart from a food that nourishes all parts of the body." It is reported from Washington that infant foods are likely to figure in the prosecutions ere long.

* * *

#### WHAT IS A "DERIVATIVE?"

In the meantime one manufacturer, the Farbenfabriken of Elberfeld Co., has taken the bull by the horns and is seeking the reversal of one of Dr. Wiley's early rulings—that involving the meaning of the word "derivative." The food and drugs act provides that the content of alcohol, acetanilide, opium, morphine, and certain other substances, *or derivatives thereof*, must be stated on the label. Dr. Wiley's Commission, drawing up regulations for the enforcement of the act, decreed that phenacetine was

one of the "derivatives" of acetanilide. The Farbenfabriken people protested against this. They declared that phenacetine was not and could not be made from acetanilide. Dr. Wiley replied that the term "derivative" should be construed to include not only articles derived from the substances in question, but all other "allied products" having similar physiological characteristics. To which the rejoinder was made by the manufacturer of phenacetine that there was nothing in the statute to warrant such a construction and that the regulation was therefore outside the law and to that extent null and void. The whole question has finally been referred to the Attorney-General for a definite ruling. That Dr. Wiley has gone beyond the terms of the law in this respect seems to be the quite general conviction throughout the country.

* * *

#### THE A. PH. A. AND REORGANIZATION.

Soon after this issue of the BULLETIN reaches its readers the two great organizations in the retail drug trade will be holding their annual meetings—the A. Ph. A. in Hot Springs, Arkansas, during the week beginning September 7, and the N. A. R. D. in Atlantic City during the following week. These meetings are anticipated with more than usual interest in view of the fact that both bodies are considering plans for reorganization. The A. Ph. A. does not contemplate, however, any radical change in character. The chief plan of the reorganizers is to so extend the Council as to make it comprise delegates representing local branches, the State pharmaceutical associations, and the several sections of the A. Ph. A. This enlarged Council will also be given enlarged powers: it will transact all the general business of the Association and will elect the general officers. The idea is chiefly to expedite association business and to eliminate detail from the general sessions. By making provision for representatives of the State associations, however, it is hoped to generate more wide-spread interest in the affairs of the Association and to increase the membership and influence of the organization.

* * *

#### THE N. A. R. D. AND REORGANIZATION.

As to just what scheme of reorganization will be adopted by the N. A. R. D. at the Atlantic City gathering remains to be seen. The air is full of projects of various kinds. The *Pharmaceutical Era* has been conducting a canvass on the subject and has in recent issues printed a number of contributions

suggesting that the N. A. R. D. ought to adopt a system like that represented by our State and national governments—giving the State and local associations full autonomy within their own jurisdictions, and limiting the national body to a consideration of interstate problems. This would reduce the size of the parent organization, decrease the annual dues, and make it possible for a paid secretary, assisted by stenographers, to do all the work of the central office. The *Era* believes that the N. A. R. D. has no business to publish a pharmaceutical journal, to undertake the sale of supplies, or to enter into any commercial transactions of any sort or nature.

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**WILL THEY COMBINE?** This radical scheme does not seem to meet with anything like universal support, and it is doubtful if it will be adopted at Atlantic City. Another proposition, tentatively made here and there, looks toward an amalgamation of the N. A. R. D. and the A. Ph. A., the former to be constituted a sort of enlarged commercial section of the latter. The BULLETIN does not believe this will carry, since the characteristics and objects of the two bodies are so fundamentally dissimilar. Incidentally the retirement of Secretary Wooten and the election of a successor presents one of the most important issues to the Atlantic City meeting, and upon the settlement of this question largely depends the character and future success of the organization. Several candidates have been suggested, among them being Simon N. Jones, now for many years chairman of the National Executive Committee.

* * *

**SOME NOVEL DISCOVERIES.** Two addresses of unusual interest have been read before recent meetings of the State pharmaceutical associations. Prof. James H. Beal, who has been serving as State Drug Inspector in Ohio during the last year or two, read a paper before the Ohio Pharmaceutical Association in which he declared that many dispensing physicians were using drugs far below the standards established by the U. S. P. and the N. F. Many physicians, he declared, carried enough drugs to stock a small retail store, and he knew of no reason why they should not conform to the requirements that the law makes upon druggists as to the purity of their supplies. He added that he had found a number of physicians carrying drugs which would cause the arrest of a pharmacist if

found in his store. One physician showed him two bottles of syrup of pepsin, and when asked why he kept two lines of it the doctor replied that one was for "particular patients" and the other was for the "common run of patients." The high-grade goods made by responsible manufacturers were scarcely to be found in the offices of some physicians, and their places were taken by drugs purchased of cheap physicians' supply houses. Professor Beal's paper abounded in illustrations, and the discoveries reported in it were full of significance.

* * *

#### PROFESSOR HALLBERG'S BIG STICK.

The other address to which we allude was that delivered by Prof. C. S. N. Hallberg before the Colorado Pharmaceutical Association. It bore the title of "A New Declaration," and its theme was that physicians and pharmacists were ready to declare their independence of the manufacturers of patent medicines and secret proprietaries. The address was replete with the pungent wit and the satire for which Professor Hallberg is famous. Special attention was paid to "the gas house" collection of coal-tar products, and particularly to the mixtures of these substances which were sold under concealed formulas. The secret proprietaries sold in great quantities to physicians were severely criticized, and the speaker declared that the physicians and pharmacists of the future must limit themselves to products of known composition and established virtue.

* * *

#### THE BAY RUM SITUATION.

When Porto Rico was annexed to the United States it was allowed to ship goods into this country duty free. Bay rum was no exception. It soon developed that large quantities of the substance were being shipped into the United States. In fact the trade exhausted the supply of barrels on the island and containers were actually shipped from this country to Porto Rico to be used for importing the product. At this juncture the government authorities became apprised that the Porto Rican bay rum was distilled spirit; and as the free trade which the island enjoyed with the United States had left no provision for a duty on this product a special tax of \$1.10 was imposed by the Internal Revenue Department. This caused considerable confusion. It was in direct conflict with a ruling of the Food and Drugs Commission which had classed the product as a medicine, not as an alcohol. The importers at



once remonstrated against the action of the Internal Revenue Department. It was apparent that a duty of \$1.10 a gallon upon bay rum inflicted unfair hardships upon dealers who had this product either in bond, in transit, or in contract. After much remonstrance the importers have succeeded in inducing the authorities to rescind the duty on bay rum at least temporarily, to give dealers who made contracts under former conditions a chance to fulfil their agreements without suffering loss. While this request has been granted for the time being the tax is likely to be reimposed in the near future.

* * *

#### THE TWO KINDS OF GRAIN ALCOHOL.

There have been further rulings of importance to purchasers of alcohol. The U. S. Internal Revenue Department declares that plain alcohol will hereafter be known as "Commercial Alcohol." To quote in part: "(a) All forms of distilled spirits from which the substances congeneric with ethyl alcohol have been removed for practical purposes altogether, and which have been heretofore marked as 'pure neutral, or cologne spirits,' will be marked 'alcohol.' (b) That product which has been commercially known as 'alcohol' from which these congeneric substances have not been removed, will be marked as 'commercial alcohol.'" This means that henceforth the word "alcohol" will apply only to the pure product such as cologne spirits. The second grade which has been known commercially as alcohol will now be termed "commercial alcohol." Druggists are not to assume from this nomenclature that there is a marked difference between the two substances. Pure alcohol, it is true, contains less aldehyde than the commercial, and is free from foreign odor, but the alcoholic content of the two grades vary not more than one per cent. These rulings in no way affect the denatured article because it is tax-free.

* * *

#### BOARD MEMBERS ASSAULTED.

Frank H. Eggleston and C. B. Gunnell, members of the Wyoming State Board of Pharmacy, were victims of a brutal attack recently while engaged in the discharge of their duties. They went to Buffalo, Wyoming, in quest of evidence to support statements filed with the State Board of Pharmacy to the effect that two drug stores were selling morphine without physicians' prescriptions. Evidence was procured, the druggists pleaded guilty to the charge, and each paid a fine of \$50. Incensed at the action of the

State officials, friends of the two druggists gathered on one of the street corners, applied vile epithets to the Board members, and finally committed a personal assault. It is to be hoped that the two druggists were not directly responsible for the outrage. Eggleston and Gunnell will take the matter up with the Attorney-General and Governor Brooks with a view to deciding what legal course to pursue in the prosecution of those who participated in the assault.

* * *

#### SIXTEEN STORES IN ONE CHAIN.

That the pessimists are wrong when they declare that there are no longer any opportunities in the retail drug business, and that as a matter of fact the possibilities are greater than ever before, is well shown by a recent transfer of ownership which has taken place in Boston. Thomas M. Lewis has sold his two large pharmacies in that city to the William B. Riker & Son Co. Twenty years ago Lewis came down to Boston from somewhere up in Maine, procured a clerkship with C. P. Jaynes, established himself in business five years later, rapidly built up two stores having a large trade, and now, at the age of 45, is able to retire from business an independently wealthy man. The five big Jaynes stores were taken over by the William B. Riker & Son Co., a New York corporation, a couple of years or so ago, and an article describing the business of the Riker-Jaynes establishments is contributed by the editor of the BULLETIN to the present issue of the journal. With the two Lewis stores added to the chain, the Riker people now have seven establishments in Boston and nine in Greater New York, making a total of 16.

* * *

#### AFTER THE MAIL-ORDER HOUSES.

An organized effort to combat the alleged evils of the mail-order or catalogue-house system of retailing merchandise, to the detriment of the old method for marketing goods through jobbers and recognized retailers, was made recently by representatives of eleven national business organizations, including the National Association of Retail Druggists, at a conference held in the Great Northern Hotel in Chicago. The retail drug and paint interests were represented by Thomas V. Wooten, secretary of the National Association of Retail Druggists; W. H. Reese, of Milwaukee, Wis., personal representative of Ludington Patton, first vice-president of the Paint Manufacturers' Association of the United States; and A. C. Rockwell, representing Heath & Milligan Company, also members of the Paint Manufacturers'

Association. There likewise were present at this meeting representatives of the leading manufacturers, jobbers, and retailers of lumber, furniture, farm implements, and vehicles.

* * *

A measure of importance to the  
**FREIGHT RATES.** entire drug trade of this country is now being agitated. The railroads with their large capital stock are seemingly unable to pay dividends. They propose, therefore, to increase their revenues by raising the freight rates. If they succeed there will be a 10-per-cent advance in transportation charges all along the line. This means a loss to every druggist, be he wholesaler, retailer, or manufacturer. We all pay ungrudgingly the charges which are necessary to maintain railroads and pay a fair return upon the investments. But when these corporations capitalize excessively and seek to pay dividends on watered stock by extortionate charges, their conduct is to be resented. In a big country like ours, where manufacturers must ship over long distances, from coast to coast, the transportation charges are burden enough without being increased.

* * *

**DEATH OF ARTHUR  
TIMBERLAKE.** Arthur Timberlake, one of the well-known druggists in Indianapolis, died last month after an illness lasting over a year. The immediate cause of death was a sudden attack of heart failure. Mr. Timberlake personally locked up his store the night before at ten o'clock, and at that time was apparently no worse than he had been for several months. At an early hour in the morning he awoke in pain and passed away soon after the physician reached his bedside. Mr. Timberlake was a regular worker in the Indiana Pharmaceutical Association and had been prominent in the counsels of the N. A. R. D. from the first. At the Chicago convention of the N. A. R. D. last September he acted as one of the assistant secretaries, and at the time of his death he was serving as third vice-president of the organization.

* * *

The legal authorities in Baltimore, striving to enforce the anti-narcotic law, have been somewhat perplexed by the ingenious method of some of the "fends" of using fake prescriptions for getting their dope. Druggists doing business where these tricks are attempted will do well to scan prescriptions pretty closely before they fill them.

Prof. Herman J. Lohmann, for thirteen years professor of pharmacy and pharmaceutical chemistry in the New Jersey College of Pharmacy, has severed his connection with that institution and is now at the head of the New Jersey Institute of Pharmacy, with offices at 90 Monticello Avenue, Jersey City, N. J. Adolph Marquier, Ph.G., has been appointed to succeed Professor Lohmann at the New Jersey College.

* * *

Ohio and North Dakota both have druggists' mutual fire insurance companies, while the American Druggists' Fire Insurance Co. does business in nearly all of the States. Now a fourth company is proposed to be known as the Iowa Druggists' Mutual Fire Insurance Co. Preliminary steps looking toward organization were taken at the recent annual meeting of the Iowa State Pharmaceutical Association.

* * *

The annual meeting of the National Wholesale Druggists' Association will be held in Atlantic City the week after the N. A. R. D. convention in the same place. The headquarters of the N. W. D. A. will be at the Marlborough-Blenheim Hotel, while those of the N. A. R. D. will be at the Royal Palace.

* * *

After a prolonged litigation the government has agreed to admit synthetic camphor duty free, the claim of the importers that the product should be regarded as "crude" in the eyes of the law having been upheld by the Court of Appeals, the Circuit Court, and the Federal Appellate Court.

* * *

Among the patent medicines which the Massachusetts Board of Health has recently declared to be unsalable in the State by virtue of the rigid anti-narcotic law are Mrs. Winslow's Soothing Syrup, Kopp's Baby's Friend, and Burgundia Coca.

* * *

Charles Lippincott, a pioneer in the soda fountain industry, and the founder of the house of Charles Lippincott & Co., died recently at his home in Germantown, a suburb of Philadelphia, in his eighty-fifth year.

* * *

The druggists in Easton, Lancaster, and several other towns in Pennsylvania took the bull by the horns in July and August and closed their stores during one afternoon every week. Good!

## EDITORIAL.

### THE FIVE TUBERCULIN PRODUCTS OF THE MODERN MATERIA MEDICA.

Pharmacists have doubtless been somewhat confused over the several forms of tuberculin now employed by physicians, and have perhaps felt a desire to know how they differed from one another. There are five of them, known respectively as Tuberculin Old, Tuberculin T. R., Tuberculin B. E., Tuberculin B. F., and Purified Tuberculin for the ophthalmo-reaction.

1. Old Tuberculin is a preparation of the water-soluble toxins of the tubercle bacillus, made according to the original formula of Professor Koch and used almost entirely for diagnosing tuberculosis in cattle. Its reliability as a bovine diagnostic agent has been abundantly and repeatedly demonstrated. Old Tuberculin has been used to some extent also for the diagnosis and treatment of tuberculosis in man, although this is by no means an established procedure. In the preparation of Old Tuberculin the process is quite similar to that used in making diphtheria toxin. Flasks of glycerin bouillon are inoculated with pure cultures of the tubercle bacillus, and kept in an incubator for several weeks until the culture medium is thoroughly saturated with the toxins excreted by the immense number of germs developed in this favorable environment. When the growth has proceeded far enough, the contents of the flask are evaporated to one-tenth of their original volume and filtered, and the filtrate is called Tuberculin Old.

2. The results obtained by the use of the Old Tuberculin in man were not entirely satisfactory, and in 1897 Koch announced a new product, which he called New Tuberculin, or Tuberculin T. R. The Old Tuberculin was made from the bouillon in which the tubercle germs had grown; the New Tuberculin was made from the germs themselves. The process of manufacturing New Tuberculin, briefly, is as follows: The live, virulent germs are dried thoroughly and then ground in a ball mill for a considerable time. The resultant dry powder is taken up with sterile water and centrifugalized. The supernatant clear liquid, which is called Tuberculin T. O., is thrown away. The remaining portion, or the tuberculin residue, is the material from which Tuberculin T. R. is now made. This is done by repeatedly grinding and extracting with water.

The process of drying, grinding, taking up in water and centrifugalizing is repeated until there is no residue left. The united extracts of this T. R. residue constitute the Tuberculin T. R. of commerce.

In Tuberculin T. R. two ends are supposed to have been accomplished, viz.: (1) the removal of the toxic and otherwise deleterious constituents of the germs, and (2) the bringing into solution of the remaining or immunizing properties. Tuberculin T. R. is now used somewhat by Wright and other believers in the opsonic theory,* on the assumption that it increases the opsonic power of the organism and its capacity to resist or throw off the disease.

3. In 1901 Koch brought out another New Tuberculin, Tuberculin B. E., which he considered superior to the T. R. In making the B. E. the washed and dried, live, virulent, tubercle germs are ground in a ball mill as in making the T. R., but for a long time and very completely. The ground mass is then taken up in water, and after being set aside for some time to deposit its sediment is ready for use. It thus corresponds to a mixture of the T. O. and the T. R.

4. Reverting now to the Old Tuberculin, it may be repeated that it is an evaporated product of the bouillon filtrate in which tubercle bacilli have grown. Koch originally used the filtrate itself, but afterwards thought it too weak and so worked out the concentrated product. In the meantime, however, a tendency has developed to decrease the size of the dose very considerably when the substance is used as a therapeutic agent in human beings, and concentration has therefore become less necessary. Hence the present use in considerable measure of the original bouillon filtrate. This is called Tuberculin B. F.

5. In the fifth place we have Purified Tuberculin used for the ophthalmo-reaction. This is made from Tuberculin Old. The Old Tuberculin, as already indicated, is used chiefly for discovering the presence of tuberculosis in cattle, and Purified Tuberculin, which is merely a refined form of the same substance, is now used with considerable success for discovering the presence of tuberculosis in man. The test is made on the eye after the manner described in an editorial published in the BULLETIN for April of the present year, and the procedure is known as the ophthalmo-reaction. Purified Tuber-

*See BULLETIN for April, 1907, page 133.

culin is marketed in tablet form, and the diagnostician uses one-per-cent solutions in sterile distilled water.

### THERE'S A LOT OF SELF-DECEPTION IN BUSINESS.

Only a short time ago our attention was called to an interesting argument between the representative of a proprietary preparation and an uncommonly bright druggist.

"You buy this product at 45 cents a package," said the salesman. "You sell it for 60 cents, making 33 $\frac{1}{3}$  per cent on the deal."

The druggist listened! Becoming irate, he replied:

"Have you ever been in business? Were I to adopt your system and figure my profits on the cost rather than the selling price, I should soon be a fit subject for the poor commission."

This conversation is suggestive. The mere fact that the salesman had used that alluring argument in presenting his line is evidence if not proof that it had been commonly accepted. Figuring profits on the cost price is a practice by no means rare. This statement is no idle jest. It is a fact based upon observations in and out of the drug business. If the reader had a dollar for every store manager who has fallen victim to this fallacy, he could winter in Florida and spend the summer abroad.

Was it Cæsar who said, "*Omnes credunt quod volunt credere?*" All men believe what they wish to believe. The adage is only too true to-day. Men deceive themselves. How many proprietors knock off 10 per cent a year on their fixtures? How many make any calculations for depreciated stock? Worse yet, how many druggists continue to carry worthless accounts on their books even though they have despaired of ever collecting them?

There is truly a lot of self-deception in business. Men rate their holdings too high. We do not demand that they go to the other extreme and value their property on the basis of a liquidated business. That is equally objectionable. No one except a bankrupt is forced to sell to the highest bidder. Such a hypothesis is contrary to fact and, therefore, unreal.

What one should observe in taking an inventory is merely a willingness to see things as they are, not as he would have them be; to strike dead accounts from the books; to make proper allowance for depreciation; to figure profits on the sale price, not the cost.

### IS THIS A COMMON IMPRESSION?

We have recently received the following letter from one of the BULLETIN subscribers in Ohio:

On reading the BULLETIN OF PHARMACY every month I always find a great number of specimen advertisements and advertising schemes that I should like to use for the promotion of my own business, but as your journal is copyrighted I thought I would first secure your permission before "borrowing" anything from your pages. Kindly advise me by return mail.

Of course we wrote immediately and advised our Ohio friend that he was free to go ahead and use anything which he saw advanced in the pages of the BULLETIN, and we are bringing the whole matter to the attention of our readers from the thought that perhaps others of them may have been restrained by similar considerations. We fancied everybody understood the ethics of the situation. Our sole object in reproducing specimen advertisements, in describing business-bringing schemes which druggists have used with success, and in giving "tips" of one kind and another has been to lay these at the disposal of our readers. They are printed for this express purpose, and the more freely they are "borrowed" the better we are pleased.

### LET US HEAR FROM YOU.

There are two kinds of druggists. There is the man who is content to run his business in a single groove, and there is the other who is continually on the *qui vive* for new suggestions—for schemes which his brother practitioners have tried and found fruitful. It is needless to say that the BULLETIN gets most of its material from men of the latter stamp.

So wide and varied are the different departments of the drug store that one pharmacist cannot in the nature of things keep alive to all the new developments in his line. One druggist may be having a particular success with an advertising campaign; another has hit upon an ingenious device for making some popular seller; still another may have conceived a happy thought for a window display; and so on. Now the BULLETIN, if it serves no other function, has proved a veritable clearing-house of ideas where each druggist may give to his fellow practitioners the fruits of his own experiences. It pays to read our journal, and it pays our contributors to help make it readable.

Let us hear from you!

## THE HALL OF FAME.

### THE CITY TREASURER OF BUFFALO.

Mr. Neil McEachren, a well-known druggist in Buffalo, is at present city treasurer of his municipality. Mr. McEachren was elected last fall by a large majority, and the honor came to him after a service of several years in various positions of public trust. From 1894 to 1900 he was a member of the Board of Supervisors of Erie county. From 1900 to his election as treasurer last year he served continuously as an alderman. During the latter period he was three years chairman of the Finance Committee of the Board of Aldermen, one year president of the Common Council, and one year president of the Board of Aldermen. His record for honesty and



MR. NEIL MCEACHREN.

integrity, and his capacity in handling affairs of public finance, led to his election last year as city treasurer.

Mr. McEachren was born in Scotland and came to Canada when a boy. Learning the drug business in the village of Wardsville, Middlesex county, Ontario, he afterwards had several years' experience as a clerk in Buffalo pharmacies, then was employed for nearly four years in the Caswell-Hazard pharmacy in the Fifth Avenue Hotel in New York, and finally returned to Buffalo in 1886 and established himself in business at the corner of Fifteenth and Vermont Streets. Twelve years ago he opened his present store on the opposite corner, and this is

known as the "Vermont Street Pharmacy." Mr. McEachren was formerly a member of the old Erie County Board of Pharmacy and was at one time president of the Erie County Pharmaceutical Association. He is a prominent figure in Masonic circles.

### AN ENERGETIC WASHINGTONIAN.

Readers of the BULLETIN have frequently had their attention called to some of the aggressive business methods developed by Charles J. Fuhrmann,



CHAS. J. FUHRMANN.

the druggist in Washington, D. C., whose pharmacy is located at the corner of Eighth and East Capitol Streets. Advertising literature gotten out by Mr. Fuhrmann has also been commented upon from time to time in our pages, particularly in the department of "Business Hints." Mr. Fuhrmann is a very progressive and hustling druggist, and has succeeded in building up a nice business.

### WILLIAM A. DYCHE.

William A. Dyche has long been one of the conspicuous pharmacists of the city of Chicago and the State of Illinois. For many years the proprietor of the prosperous store at the corner of State and Randolph Streets established by his father, Mr. Dyche retired seven or eight years ago to accept the very flattering appointment offered him as business manager of Northwestern University, his alma mater. The affairs of this office he has since conducted with signal success. Recently, we observe, Mr. Dyche

has been honored by election to the presidency of the Holland Society of Chicago. He was for a number of years a member of the Illinois Board of



WM. A. DYCHE.

Pharmacy and has filled many other positions of trust and importance. He is said to have banking and real estate interests of considerable value.

#### A PHARMACEUTICAL EDITOR.

One of the interesting pharmaceutical journals in the United States is *McPike's Bi-Monthly*, published in Kansas City by the McPike Drug Co., a



J. A. CONNELLY.

large and successful jobbing house. Mr. J. A. Connelly, the editor of the publication, has an easy, individual style all his own, and readers of the journal must occasionally have been curious to see the man himself. Modesty would prevent him from

publishing his own portrait, and under the circumstances we have decided to jump into the breach and perform the service ourselves. Like all pharmaceutical editors, Mr. Connelly has a shy and retiring disposition, and it was with considerable difficulty that we finally succeeded in extracting a portrait from him.

#### DR. REID HUNT.

Dr. Hunt is Chief of the Division of Pharmacology in the Hygienic Laboratory of the Public Health and Marine Hospital Service. The Hygienic Laboratory is one of the important centers of government science in Washington. Incidentally it



REID HUNT, PH.D.

may be said that Dr. Hunt has been for several years a member of the American Pharmaceutical Association and has contributed a number of interesting papers to the Scientific Section. He was chairman of this section, indeed, in 1907, but a trip to Europe in the interests of the government prevented him from presiding over the section at the New York meeting in the Hotel Astor. The Doctor first became interested in the subject of pharmacology while a student at the University of Bonn in 1892. Previous to his entrance upon the government service he was for several years an associate professor of pharmacology at Johns Hopkins University in Baltimore. At the last annual meeting of the American Medical Association, held in Chicago in June, Dr. Hunt was elected chairman of the Section on Pharmacology and Therapeutics.



## THE RIKER-JAYNES STORES IN BOSTON.

Seven Establishments Enjoying an Immense Volume of Trade—Part of a Chain of 16 Pharmacies—  
The Men Who Conduct the Business—A Trip Through the Headquarters  
Store at 50 Washington Street.

By HARRY B. MASON.

The largest retail drug business in the United States is probably that of the William B. Riker & Son Co. The New York end of the business was described and illustrated in an article which appeared in the BULLETIN for August, 1906, and at that time the Riker concern was doubtless exceeded in the volume of its sales by the Hegeman Corporation in New York. Since then there have been added to the Riker chain the five stores of the Jaynes Drug Co. in Boston; one or two additional branches have been established in New York and Brooklyn; and there is now a total of fourteen stores under the Riker management—every one doing a large business, every one growing, and every one pulsating and throbbing with the Riker spirit.*

It was a big step forward when the Jaynes business was taken over in Boston last year. C. P. Jaynes, one of the most aggressive, resourceful, eccentric, creative men in the drug trade of the country, had succeeded in building up five stores doing a total business of something like a million and a half dollars annually. Advancing in years, and weighed down with growing responsibilities, he welcomed a handsome chance to sell his properties and gain the first bit of leisure which his life had so far afforded.

### SOMETHING ABOUT MR. JAYNES.

Jaynes was a man of peculiar views. He had no interest, for example, in the prescription end of the business. He thought it didn't pay. He preferred to build up a large volume of sales on popular things, and thus it happened that for many years

*Since this article was written the two large stores of Lewis & Co., Boston, have also been added to the Riker-Jaynes group, so that there are now seven stores in Boston and 16 altogether. All of the facts and figures given in the article are to be read as referring to the Riker-Jaynes establishments before the Lewis stores were taken over. The Lewis properties, however, are very successful ones, and it will be appreciated that they considerably increase the volume of business transacted by the Riker Company in Boston.—H. B. M.

he absolutely refused to dispense prescriptions at all during certain busy hours of the day when the store force was engaged in handling the thousands of commuters about to take their trains at the North Station! Jaynes also ignored the doctors. He hadn't any time, he said, to bother with them. If a physician ordered Fellows Hypophosphites, for



ALFRED H. COSDEN.

Mr. Cosden is the general manager of the William B. Riker & Son Co.  
The Boston manager is John S. Alley.

example, he would hand the package in its original condition right over the counter—label, wrapper, and all.

Strange, you say, but let me add that many of Jaynes's ideas were worthy of hearty emulation. Thus, during his entire business experience, he never made a single sale of any narcotic or emmenagogue except upon a physician's prescription. He would never permit his clerks to misrepresent an article in the smallest degree. He never countenanced substitution. He was square and honest from the soles of his feet to the crown of his head. It must be admitted, however, that Jaynes was a good deal of a cutter, while the Riker people, on the contrary, are not feared as price disturbers.



This group picture of the Jaynes managerial staff was made just as Mr. Jaynes was selling his business to the Riker people. Mr. Alley, then the general manager of the Jaynes stores, now the Boston manager for the Riker Co., is seen in the center, with Mr. Crane, since made advertising manager for the entire Riker business, at his left. Professor Scoville, then in charge of the Jaynes analytical laboratory, now with Parke, Davis & Co., is standing in the rear row, the second figure from the right.

#### MR. ALLEY, THE BOSTON MANAGER.

During the last few years of his business life, Mr. Jaynes was assisted in the management of his stores by John S. Alley, and Mr. Alley is now the Boston manager for the Riker people. Mr. Alfred H. Cosden, general manager of the Riker Company, runs over to Boston one day a week, if he finds the time, but the business is safe in Mr. Alley's hands. In temperament the two men are very much alike. Eight years ago Alley was clerk in a store in Marlboro. His employer failed. Alley had a wife and two children, and it was up to him to get a new position and get it quick. He answered one of Jaynes's advertisements for a clerk, spent a year as general roustabout at a salary of \$18 a week, did everything he was asked to do, did it well, saw other things that needed to be done, did them well, worked hard, was given charge of the stock in one of the branch stores, was next made manager of one of the branches, and acquitted himself so thoroughly in every instance that Jaynes brought him into headquarters and made him general manager.

Like Cosden, Alley has a placid, serene temperament; he is never in a hurry; nothing worries him; he has his work planned out systematically; he knows how to delegate responsibility to wisely-selected assistants; and although it isn't evident to the observer, he keeps his finger on every feature of the business, and if things don't run smoothly somebody has a hard time giving the reason why.

Mr. Alley has his den or office up on the third floor front of the headquarters store at 50 Washington Street. In order to reach him you must go behind the cigar counter, ascend a spiral stairway to the second floor, and then mount another staircase from there up. Before the cigar man will let you by, however, he must receive a nod from the telephone girl at the candy case opposite, indicating that she has called up Mr. Alley, stated your business, and been told that he was "in" to the caller. Mr. Alley is a very busy man; he must spend a good deal of time in consulting with branch managers and department heads; he has a great deal of executive work to do, and he cannot bother himself very much with visitors. So far as the buying is concerned, this is all done by a staff of assistants, and Mr. Alley doesn't concern himself unless some question of policy or some large purchase is involved.

#### A TRIP THROUGH THE HEADQUARTERS STORE.

On the occasion of my trip to Boston in January last, I visited Mr. Alley and he showed me through the entire establishment at 50 Washington Street. This is the headquarters store and is shown in two of our illustrations. It is pretty well down-town in the market district, and Faneuil Hall is only a square distant. It would be impossible in a single article to describe the many features of interest in this large establishment, and I shall be compelled to content myself with a rapid and hurried glance at some of the more important things.

First, the salesroom on the ground floor: There are three entrances—one on the corner and one each



This shows the headquarters store of the Riker-Jaynes group at 50 Washington Street. The entire building is used, and the executive offices are located on the third floor front.



Here we have a view of the salesroom of the headquarters store at 50 Washington Street. Only the far end of the room is shown, however, and the store at this point is very narrow. The prescription department is located overhead on the mezzanine balcony, as shown in the engraving.

on Washington and Hanover Streets. These entrances are well planned, and the arrangement of the store inside is likewise strategically made. At certain hours of the day thousands of commuters rush by the store on their way to the North Station, and it is imperative that, on the one hand, their attention be properly attracted from the front of the store, and that, on the other, the best facilities be provided for serving them quickly. Thus we find the soda fountain in the front on Hanover Street, at the immediate right of the corner entrance and at the immediate left of the Hanover entrance. The candy department is similarly located between the corner and the Washington Street entrances, while the cigar cases are at the immediate left of the Washington entrance—Washington being primarily a man's thoroughfare at this point.

Immediately in front as you enter the corner door is a hollow square of show-cases in the corner of the store. These were made to order by Bangs, and by reason of their location and character they are wisely considered as being very valuable for display purposes. The contents of the cases are changed quite as frequently as the window displays are. Each case has a series of glass shelves containing exhibits of toilet goods, tooth brushes, hair brushes, and general sundries. Everything is well arranged. Everything bears a price ticket. Goods are contained on trays which can be easily lifted out by the salesman, enabling the customer to make his own selection, close the transaction, and hurry away to his train.

All through the store are pyramidal displays of goods on the show-cases. Over on the right side of the salesroom, where the drugs and patent medicines are located, one finds on the counter an array of ready-prepared packages of familiar household drugs—such things as glycerin, borax, Rochelle and Epsom salts, compound licorice powder, etc., etc. The lower end of the salesroom is devoted to things which are less frequently called for—hospital and sick-room supplies, electrical appliances, lung protectors, and the like.

#### SALARIES OF THE CLERKS.

It is an interesting fact that registered clerks are used exclusively at all of the sales counters except in the soda, candy and cigar departments. No commissions are given the salesmen. The plan is followed of paying good salaries, raising men when they deserve it, and giving them better positions as fast as they measure up to the requirements. A clerk is uniformly started in at \$18 a week—but it may be added that a clerk has to be a good one to get a position at all, and to hold it after it has been obtained. The salaries run from the minimum of \$18 up to \$30. Branch managers and department heads of course receive more than this, and larger pay and better positions are always open to the men who make good.

#### THE PRESCRIPTION DEPARTMENT.

Over the rear half of the salesroom is a mezzanine balcony used chiefly for the prescription department. The manager of this department, and of the laboratory situated on one of the upper floors,



The branch store at the corner of Washington and Bedford Streets is the handsomest of the group and is in the very center of the retail shopping district.



This interior view of the branch at the corner of Washington and Bedford Streets scarcely does justice to the beauty of the establishment.

is E. R. Knapp. During December, the month previous to my visit, something like 2000 prescriptions were dispensed at the headquarters store. A most careful checking system is observed, and the prescription department is equipped with every facility and appliance for the most careful and thorough workmanship. In the front of this mezzanine balcony, looking over into the salesroom beneath, are the three cash-girls, the Lamson carrier system being used. The mezzanine balcony is extended into galleries on either side of the store, looking toward the front; on one side are the mail-order, buying and bookkeeping departments; on the other are a couple of truss rooms.

#### MR. CRANE, THE ADVERTISING MAN.

Ascending now to the third floor, we find Mr. Alley's private office in the front corner, overlooking the busy scene at the intersection of Washington, Hanover, and several other streets. Next to Mr. Alley's room is an office occupied by Jerome A. Crane. Mr. Crane began as a clerk with Jaynes twelve years ago, was variously promoted until he became Jaynes's advertising man, and since the Riker régime has been appointed to the position of advertising manager of all the Riker stores. The promotion was well deserved. Mr. Crane is one of the cleverest advertising men in the drug trade. Incidentally it may be said that he has recently begun the publication of a little journal called "Rikerumors," intended for the employees of the Riker Co. and gotten up for the purpose of developing an *esprit de corps* and putting ginger and ambition into the entire force.

#### INTERESTING FEATURES.

For purposes of convenience we may consider the third and fourth floors of the Riker-Jaynes establishment together, without going into very much detail. In general it may be said that these floors are used for manufacturing and storage purposes. Jaynes, in his day, made a large line of his own specialties, and built up a considerable laboratory for their preparation. The Riker people are not so much inclined to push medical specialties, but in Boston they are continuing to make most if not all of the Jaynes products.

On these two upper floors of the building one will find many interesting things. There is, for instance, a room devoted to the boxing of candy. There is another where two or three girls are putting up pound packages of things like borax and Epsom salts. A third is used for the preparation of Seidlitz powders. A fourth is employed for dusty articles like talcum powder. In a large humidor one will see a tremendous stock of cigars, and in other rooms here and there he will view large assortments of electrical supplies, bristle goods, sundries, and a thousand and one different lines and articles.

#### HOW THE SODA SYRUPS ARE SUPPLIED.

One of the most unique and suggestive features of the establishment is seen on the third floor. Here, in a corner, a couple of men are engaged all day long in the preparation of soda syrups. Near them is a room perhaps 10 or 15 feet square which in effect is a refrigerator. Walk into this and you find a row of large syrup containers on all four



This is the branch at the corner of Summer and South Streets, located near the South Station. A large business is here done daily with thousands of "commuters."

sides. From the bottom of each container a block tin pipe reaches down into the soda fountain on the first floor. The men at the fountain thus have nothing to do with the supply of syrups. The two men upstairs see to it that the large containers are kept supplied, and they make frequent trips all day long into the refrigerator on tours of investigation. The containers each hold 25 gallons of syrup, and the frequency with which they are filled testifies to an immense soda business.

#### THE BRANCHES.

The branch stores are all furnished with goods from the headquarters establishment, and the supply depot is located on the top floor. Every branch is expected to send in an order daily, and one views a busy scene as he witnesses the operation of packing the goods in strong boxes, and hustling them out to the stores throughout the entire morning. The branches are given the benefit of the best prices on everything with the exception that they are denied the cash discounts. On Jaynes's own products 5 per cent is added for expenses incident to handling, storage, and investment.

The branch stores are all well located. The head-

quarters establishment, as I have already indicated, is in the heart and center of the down-town district, and not far from the North Station. The store at the corner of Summer and South streets is similarly located near the South Station, where a large business is done daily with thousands of commuters. The store at Washington and Bedford Streets is the handsomest of the group and is in the very center of the retail shopping district. The branch at 129 Summer Street has always been featured as a specialty store—emphasis is placed on such things as camera supplies, trusses, optical goods and the like. The fifth branch is up at 877 Washington Street, at the corner of Warrenton, and is the only one located anywhere near a residence district.

Whoever had predicted 25 years ago that such a volume of trade as that done by the Riker-Jaynes stores would be realized in the retail drug business would have been promptly declared a proper subject for an insane asylum. And yet it represents merely the Boston end of the business transacted by the William B. Riker & Son Co. What the future will develop in the expansion and further organization of corporations in the retail drug trade no man can foretell.

## SOME INTERESTING PRESCRIPTIONS.

**An Original and Instructive Article on Dispensing Incompatibilities—The Author Discusses a Series of Troublesome Prescriptions Gathered from Actual Practice and Describes How they were Compounded.**

**By H. A. B. DUNNING.**

Because of his large experience and my confidence in his judgment, it has been my custom heretofore to give the editor of the BULLETIN OF PHARMACY *carte blanche* with reference to changing the titles of articles which I have offered to the pharmaceutical public through the medium of his journal. It is my hope, this time, that he will allow the title to remain as I have offered it, since the larger portion of the following prescriptions, though simple, will, I believe, prove really *interesting* to those who give them some study. I therefore believe the title of the article to be an appropriate one.

#### No. 1.

℞ Cocain. hydrochlor. ....gr. xx.  
Natr. bicarb.,  
Natr. bibor. ....ãã 3 ss.  
Aquæ dest. ....q. s. 3 iv.

Sig.: Use in atomizer.

This prescription illustrates a not unusual incompatibility between borax and soluble cocaine salts as well as between sodium bicarbonate and cocaine salts, the insoluble borate of cocaine being precipitated immediately in the first instance, while the alkaloid is thrown down more gradually in the latter.

This precipitation may be prevented by replacing a half-ounce of water with the same amount of glycerin. In dealing with a spray solution to take a liberty of this kind is certainly not objectionable.

#### No. 2.

℞ Eucaine,  
Cocaine .....ãã 0.15.  
Adrenalin chloride (1:1000) .....0.60.  
Chloretone inhalant .....30.0.

This prescription came from foreign lands and proved quite a puzzler. Since it was intended for



use in an oil atomizer, naturally the solution should be dispensed perfectly clear, if practicable.

One would expect to use the adrenalin inhalant solution, but being prepared with a fixed oil base, for adrenalin is not soluble in petroleum oils, the adrenalin inhalant is immiscible with the chloretone inhalant. This difficulty may be overcome by preparing the chloretone inhalant according to the formula on the bottle, but using oil of sweet almonds in place of the petroleum oil directed.

Cocaine alkaloid is soluble in the above media, and there is only left for consideration the eucaine.

The eucaines are synthetic alkaloidal bases and are marketed only as the hydrochlorides. Neither the hydrochloride of eucaine-*a* nor eucaine-*b* is soluble in fixed or petroleum oils. The only expedient now left is to obtain some of the free base, which may be done extemporaneously in the following manner: Half a gramme of eucaine-*b* is dissolved in 5 Cc. of water. To this solution is added 20 Cc. of decinormal sodium hydroxide, or an equivalent quantity of this alkali (about 0.1 Gm. of U. S. P. strength). After standing a few minutes in a bath of ice water, preferably, the mixture is poured onto a plain folded filter and washed with a little ice water until it is free from alkali. Not much washing is required because only a slight excess of the precipitating agent is used. If eucaine-*a* hydrochloride be used, 0.7 gramme requires 20 Cc. of decinormal sodium hydroxide. The free base obtained from this salt, however, is not so suitable for the purpose, because it is an oily liquid at normal temperatures, but may be solidified in an ice-water bath. Half a gramme of eucaine-*b* hydrochloride will yield enough base for several refillings of this prescription.

The chemical formula for these bases may be found on page 577 of the National Dispensatory, last revision, and as the reaction between sodium hydroxide and the salt of these bases is of the simplest kind, it will be unnecessary to write them out here.

## No. 3.

℞ Aspirin ..... 3 j.  
Salol ..... 3 ss.

M. ft. cap. no. xii.

Considerable annoyance was occasioned in filling this prescription, because when finely powdered and triturated together, the mixture becomes electric and is hard to fill into capsules.

Three drops of alcohol will prevent this. It is possible that with salol of different physical charac-

teristics than was used in this instance there may be no trouble, or but little, after making the mixture with aspirin.

## No. 4.

℞ Zinc. sulph. .... 3jss.  
Hydrargyri bichlor. .... gr. ij.  
Euresol ..... 3ijj.  
Kali nitrate ..... 3jss.  
Tinct. colocynth ..... 3iv.  
Spt. vini rect. .... 3jss.  
Aqua, q. s. .... 3vj.

This to me is a very interesting prescription. A few minutes after mixing a considerable fine white precipitate forms. Since the preparation is to be used as a hair tonic, the precipitate is objectionable, and one would be naturally tempted to filter it out. He may be justified in doing so provided he first ascertains that the precipitate is practically inactive.

As each ingredient alone is soluble in the menstruum prescribed, and there are apparently no incompatible constituents, one is at a loss to determine what causes the precipitation. It may be interesting to narrate in some detail the experiments necessary to learn the cause of the precipitation. The euresol may not seem to be soluble in the menstruum directed even in the absence of the other ingredients, but as already suggested, it really is. There may be incompatibility between zinc sulphate and mercuric chloride, as mercuric sulphate is only sparingly soluble in water and alcohol. This did not prove to be the case. Experiments in a small way were conducted to ascertain if there existed incompatibility between euresol and the various chemicals in the prescription.

Finally, by a process of elimination, it was learned that the cause of the disturbance was zinc sulphate, potassium nitrate, and alcohol, potassium sulphate being formed and thrown out of solution in presence of the moderately large proportion of alcohol. The potassium sulphate being practically inert was filtered out. I may add that this would probably have been done by some druggists without so much waste (?) of time and thought.

## No. 5.

℞ Sodii nitrit. .... 3 ss.  
Syr. acid. hydriod. .... 3 j.  
Elix. lactopeptin ..... 3ijj.  
Aqua, q. s. .... 3vj.

This prescription after compounding produces a most noxious mixture.

In the first place, hydriodic acid liberates nitrous acid,  $2\text{NaNO}_2 + 2\text{HI} = 2\text{NaI} + 2\text{HNO}_2(\text{H}_2\text{O} + \text{N}_2\text{O}_3)$ , which being unstable breaks down into



water and nitrogen oxides, the final product being the tetroxide, a deep-red gas of highly poisonous properties. At the same time, iodine is liberated from hydriodic acid by the oxidizing action of the nitrogen oxide.

## No. 6.

- ℞ Sodii nitrit. ....20 grains.  
Columbo cordial, pep. ....3 j.  
Aqua, q. s. ....3 iij.

This is a prescription similar to No. 5 with iodine absent. It may be dispensed after neutralizing the columbo cordial, which is slightly acid, with a small quantity of sodium hydroxide solution.

## No. 7.

- ℞ Zinc. valerat. ....3 ss.  
Sodii bromidi ....3 ij.  
Spt. ammon. aromat. ....3 iij.

The physician, after having his attention called to the incompatibility existing between soluble zinc salts and soluble carbonates, a carbonate being contained in the aromatic spirit of ammonia as ammonium carbonate, substituted ammonium valerate for the zinc salt. He particularly desired a clear solution, but even after using ammonium valerate considerable precipitate formed.

It was first thought that the oils contained in the aromatic spirit of ammonia were being salted out, but the character of the precipitate soon proved this theory incorrect. The only incompatibility that suggested itself was that sodium valerate, not being very soluble in alcohol, was thrown out of solution. An experiment with some sodium valerate proved this conclusion erroneous. As there was no cause to believe that there was decomposition of the constituents of the volatile oils contained in the mixture, the precipitate was examined analytically. It proved to be sodium carbonate only, formed and thrown down because of the large percentage of alcohol present. I suppose it should have been suspected. The prescription was dispensed after filtering.

## No. 8.

- ℞ Magnes. sulph. ....3 j.  
Magnes. carb. ....3 ij.  
Ferri sulph. ....gr. viij.  
Aqua destil. ....3 viij.

The interesting feature of this combination is that it turned green gradually, after compounding. This is due to the formation of ferrous carbonate through the interaction of the ferrous sulphate and magnesium carbonate, which is slightly and gradually soluble.

## No. 9.

- ℞ Acid salicylic .....10.0.  
Green soap .....20.0.

Probably all of the salicylic acid is converted into potassium salicylate. This was explained to the physician. He stated, however, that he did not object to that if we could in any way send the mixture out as a solid or semi-solid. He declared that the several druggists he had sent the prescription to could only supply a fluid preparation. By rubbing the two ingredients on an ointment slab they first became fluid, but after long, rapid, and continued whipping a creamy solid resulted.

The physician's object in directing the acid exhibited in soap was to insure its ready removal each morning after applying at night. Of course, it was explained to him that the soap quality would be lost.

## No. 10.

- ℞ Camphor. monobrom. ....3 ij.  
Salol .....3 iv.  
M. div. in cap. no. xx.

Quite a liberty, perhaps, was taken with this prescription. The two finely powdered ingredients were placed in a small beaker and warmed to liquefaction. The resultant clear solution was then filled into five-minim soluble elastic capsules, sealed and dispensed.

## No. 11.

- ℞ Beta-naphthol. ....3 ij.  
Balsam Peru .....3 j.  
Adeps benzoinat.,  
Petrolati .....ää 3 ij.

The more this combination is rubbed after mixing, the more streaky and unsightly it becomes. We learned that the small amount of water in the lard caused the trouble. The ointment was finally dispensed, using petrolatum in place of lard.

## No. 12.

- ℞ Mass. copaiba .....3 iij.  
Oleoresin cubeb,  
Ol. santal, ää .....3 iij.  
Ext. hydrast. canad. ....gr. v.  
Ext. hyoscyam. ....gr. iv.  
Salol .....3 iv.

M. ft. cap. no. xl. Sig.: Two every four hours.

Should these be put up in the usual way as mass capsules, the patient will be obliged to take four mass capsules No. 00 at each dose, as it is necessary to use sufficient absorbent powder so that 80 No. 00 capsules will be required for the mixture. As mass copaiba is the oleoresin solidified with about 2 per cent of calcined magnesia, and has no

other object according to the literature at my disposal than to render the fluid solid, with the result that it is then in more convenient form for dispensing in pills and capsules, I believe there is no objection to using the oleoresin instead of the mass copaiba, if it be desired.

The prescription was compounded in the following manner: The salol was dissolved in the oleoresin copaiba, oleoresin cubeb, and santal oil. The extracts were mixed with 10 grains sugar of milk and made into 40 pills. One pill was placed into each 15-minim soft elastic capsule, filled up with the oil solution, sealed, and dispensed.

## No. 13.

℞ Assafoetida,  
Salol .....äã 3 ss.  
Creosote .....3 ss.  
M. ft. cap. no. xxx.

Five drachms of tincture of asafetida was evaporated on a water-bath, the water being only warm, to about half a drachm. The salol and creosote were added and enough olive oil to make 150 minims. The clear solution was then filled into thirty 5-minim soft elastic capsules.

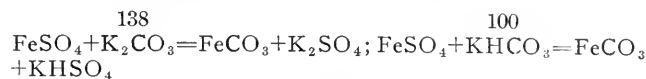
These capsules were for a lady whose stomach was very easily disturbed, and any odor was objectionable to her.

## No. 14.

℞ Ext. nucis vomic. ....0.75.  
Ferri sulph. exsic.,  
Potass. carb. ....äã 7.5.

M. ft. cap. (dry) no. 50. Sig.: One capsule three times a day after eating.

No matter how well dried the potassium carbonate may be, in moist summer weather the powdery mixture will gradually and continuously change color while compounding. The prescription may be satisfactorily compounded by substituting 5.5 grammes of potassium bicarbonate and 2 grammes of sugar of milk for the potassium carbonate. It is a substitution that is perfectly permissible, I believe, as the reaction will show that there is little difference in the resulting chemical action:



$$138 : 100 :: 7.5 : x = 5.5.$$

## No. 15.—RINGER'S SOLUTION.

	No. 1.	No. 2.	No. 3.
Sodium chloride.....	.9	7.5	9.0
Calcium chloride.....	0.1	0.125	0.24
Potassium chloride.....	0.3	0.075	0.42
Sodium bicarbonate.....	0.0	0.125	0.3
Distilled water.....	1000.0	1000.0	1000.0

This, as will be observed, is not a prescription but a formula of three modifications. There is nothing interesting about the first formula from a pharmaceutical standpoint. It differs from the other two in that it contains no sodium bicarbonate.

My first experience with this combination was only a short time back, when a physician, desiring to prepare some of the solution extemporaneously according to the second formula purchased the chemicals separately and also the distilled water.

In a short time he returned and stated the formula must be an incorrect copy, as it contained a carbonate and a soluble calcium salt, the two being incompatible. He further stated that when he had placed all the chemicals at once in a little water and attempted to dissolve them, he obtained a precipitate which would not dissolve upon the addition of the full amount of water.

To make a long story short, this formula offers an interesting example of the solvent power of carbon dioxide upon calcium carbonate in presence of water.

If the salts, including the calcium chloride and sodium bicarbonate, be mixed with only a small portion of the water, then the carbon dioxide liberated bubbles off, and is not held in solution, as it would be if the full amount of water is present. This lost carbon dioxide is necessary to hold the amount of calcium carbonate formed in solution according to the reaction  $\text{CaCl}_2 + 2\text{NaHCO}_3 = \text{CaCO}_3 + 2\text{NaCl} + \text{H}_2\text{O} + \text{CO}_2$ . In formula No. 2 there is insufficient sodium bicarbonate to precipitate all the calcium chloride as carbonate, but there is enough to form .075 gramme, which requires nearly 2000 Cc. of distilled water to hold it in solution, calcium carbonate being soluble in about 27,000 parts water. In formula No. 3 there is still a slight deficiency of sodium bicarbonate to completely precipitate the amount of calcium chloride directed, but the amount present will produce 0.180 of  $\text{CaCO}_3$ , which will require nearly 5000 Cc. of distilled water. Either solution may be prepared by dissolving the sodium bicarbonate and calcium chloride separately in half of the full quantity of water and then mixing. Solutions made according to formula No. 3 become somewhat cloudy after standing a few days, due to loss of  $\text{CO}_2$ .

It is desirable to sterilize these solutions, but in case of formulas No. 2 and No. 3 only the water may be sterilized and cooled before preparing the solution, for upon heating the carbon dioxide is driven off and precipitation takes place immediately.

## "MY BEST ADVERTISING SCHEME."

Two Suggestive Contributions to this New Department of the BULLETIN—The Editor Pays \$2.50 each for Descriptions of Plans which Prove Suitable for Publication.

### SELLING A GALL CURE.

By E. A. REA, STRATFORD, ONTARIO.

I have been using a sticker to advertise a gall cure which I made myself. I first pasted it all over the hotel stables where the farmers put their horses when they come to the city. Then with a saw, hammer, and plane I cut up the old packing boxes into sections about the size of the sticker, planed the boards and stuck the label thereon. I next coated them with white glue and finally with varnish. That summer I spent my vacation driving through the country on business bent. I carried hammer and nails along, and one afternoon each week I drove over every road within a radius of ten miles of the city, tacking a sign on every farmer's gate, on all milk stands, country church sheds, and every other desirable place.

I met many farmers and gave them the glad hand; introduced myself and the remedy at the same time; spent many pleasant afternoons; learned



EVERETT A. REA.

the lay of the country and the homes of the farmers, and did a lot of valuable advertising at little expense. The nails used were those saved from the boxes broken up.

These signs were put out three years ago; there are thousands of them all over the country, and our sales are increasing each year. The box of our buggy would hold from 150 to 200 placards. All



This shows the sticker used by Mr. Rea. The original is 6 inches wide. One of the novel features of the sticker is the hand pointing to the sore spot, this being printed in red ink for added distinctness.

I had to do was to take my hammer, a couple of nails, a sign, step out of the buggy, nail the board up to the gate-post and driven on.

This idea may appeal to some of your readers who have a good farm trade.

### INSIDE WALL DISPLAYS.

By HOWARD S. CARPENTER, DETROIT, MICH.

Every druggist in the world will tell you that the space taken up by show bottles for crude drugs is a waste of space. So I have come to utilize such space in the best possible way. I tear out all of those useless bottles and shelves and use this room for the most profitable goods. We have fixed up two of these sections in such a manner that we can change our display every two weeks. At present (August) we have very seasonable goods in our exhibit. In one section is a display of joss sticks for mosquitoes, while in the other is an array of cold cream and lotions for sunburn, etc.

Our first display was arranged about a year ago. Since then we have had a number of things in these sections; and I must say that we have experienced a decided increase in trade on whatever articles we

put up. The sale of goods thus advertised ranged from two to twenty dollars weekly. Particularly during the holidays, we set up a complete assortment of toilet articles, cigars, candy, stationery, etc. We must have taken in about forty dollars extra in two weeks. The power of suggestion! I have always recognized its value.

People will enter our store, sit down at the soda fountain, and notice these displays. With the objects in front of their very eyes, how can they help it? They may not buy at the time, but on the next

visit they will recall something they need in that line and make a purchase. Although I am not much of a believer in price cutting, we have found that the odd-cent mark on such goods as box paper and whisk brooms often appeals to the bargain hunters. The sign "9 cents for a whisk broom and 27 cents for a box of paper" attracts such people. But too much of this sort of thing of course hurts business.

Druggists who follow up this scheme will not only increase their sales but also give their stores an appearance of progressiveness and prosperity.

## AROUND THE CAMP-FIRE.

**A BULLETIN Reader Confesses Several Errors—Selling Morphine to a Habitué—Sodium Salicylate Dispensed for the Phosphate Salt—Tincture of Sanguinaria Instead of Tincture of Ginger—Bay Rum as Essence of Lemon.**

Confession is good for the soul. One of our readers evidently believes the old adage, for he exposes a number of shortcomings which most of us would be glad to bury. To the expert pharmacist, these stories may prove unwelcome; they impugn the very qualities in which he takes a professional pride. But the beginner can learn much from other people's mistakes, and we, therefore, deem this contribution well worth publishing. The contributor writes under the *nom de plume* of "Bay Rum" and his confessions follow:

### AN EXPERIENCE WITH A MORPHINE FIEND.

In a recent issue of the BULLETIN the question was asked: "Shall the Camp-fire die out?" What a question! We have all enjoyed the fires, but so many like myself have shirked. Come on, brothers! There are plenty of logs around if you'll but do as I am doing, and throw one on the fire.

When I began my career as "swipe" in the drug business it was my duty to open the store at 6.30. One of the registered clerks was supposed to be there at that hour, but he was usually late.

The poisons were kept in a separate closet, and I was told to keep my hands from this sacred spot.

One morning but two months after I had commenced working, I came down as usual and found a middle-aged man waiting for the store to be opened. He asked for a little morphine, but I told him I was forbidden to sell it. He jollied and coaxed until I finally consented to sell him half a

drachm. He paid me, but insisted upon my entering the sale in the poison register (which for reasons you can well imagine I did not want). He then asked for a glass of water and took the entire amount of morphine, 30 grains, at one dose.

To say I was frightened is putting it mildly. With my heart in my mouth I rushed for the telephone to call the boss, but the man pulled me away and calmly assured me that he was a "habitué" (just what this was I didn't know) and took that amount every morning whenever he could get it. Then bidding me a pleasant good morning, he left.

Unfit for work, I sat down, awaiting my doom. When the registered clerk came I told him the facts. He was a kind-hearted man and promised to fix it up all right. Later he inserted his own name in the column marked "By whom dispensed."

For two days I remained at home, expecting a policeman most any minute; but he never came, and my fears gradually subsided. I may add, however, that from that time until I was registered I never dispensed a poison unless the boss was at my elbow, and since I have been registered I have never sold a grain of morphine or cocaine unless on a doctor's prescription.

I still preserve the old register, and sometimes when in a retrospective mood I turn back to an entry:

Aug. 16, 18—|6:30 a. m.|Morphine, 30 gr.|Habitué.|H. P. R.|Philadelphia, Pa.|Dispensed by W. H. J.

## WHAT A FRIENDLY PHYSICIAN CAN DO.

I have always been fortunate enough to be on very good terms with most of the doctors, and the following incident will show of what value this may be.

When I returned from college, and after I had passed the State board, I resumed work at my old place. One afternoon Mrs. W., one of our customers, telephoned for several articles, one of which I understood to be 10 cents' worth of salicylate of soda. Before putting up the order I asked Mr. Z., my employer, what kind of sodium salicylate Mrs. W. usually bought. He said, "I don't know, but suppose she wants the powder." So I sent one ounce of sodium salicylate carefully labeled.

The next morning Dr. T. called me by 'phone and asked what I had sold Mrs. W. the day before. I told him sodium salicylate. "All right," was the only answer.

In the evening he came in, called me to one side, saying the woman had taken two heaping teaspoonfuls, thinking it was phosphate of soda. He had worked over her about two hours, but she was still pretty sick. I told him I had made no mistake, that I had understood salicylate, had labeled it that way, and that the boss would prove it.

Mrs. W., of course, recovered, but from that time on none of her family, hitherto our best customers, traded with us, not wishing to risk their lives at a place where the clerks made mistakes.

I called on the party, explained to her and later to her husband, but in vain. Some time later I mentioned the fact to Dr. T. He said, "Oh, is that so? Never mind, we'll fix that. Come to my office this afternoon after 5 o'clock and we shall go over there." We went, and had a very pleasant visit with Mrs. W. Incidentally the doctor told her it was not my fault, but that I had merely misunderstood; that she was doing me an injustice, as I would probably be discharged for losing their custom (?). She promised to forget the incident and trade with us again. On the way home Dr. T. said: "Imagine a woman buying 10 cents worth of stuff and getting an ounce instead of a half pound as usual, and then not to look at the label."

Some time after this the Doctor and I were invited there for dinner, and since then I have been on the best of terms with the family, both socially and in business. Dr. T. I rewarded with a box of his favorite cigars.

## QUEER GINGER.

The foregoing incident, you must admit, was not my fault, but the one I am now about to relate was one of clear carelessness.

At that time we had (and do still) a definite place for every shelf-bottle. Tincture of ginger had its regular place. It was on the other side of the store some distance away from dispensing counter.

As this product was called for often, I suggested to the proprietor to change its place, putting it nearer the dispensing counter with other commonly used tinctures. His consent obtained, I made the change and informed the other clerks.

About six months later, after I had dispensed from the new place a hundred times or more, a customer of ours, one whom I knew quite well, came in just before my dinner hour. I remember having started back for my hat and then turning to wait on the party. He handed me a three-ounce bottle and said that his mother wanted a quarter's worth of Jamaica ginger. Like a machine I walked to the place where the ginger had formerly been kept, filled the bottle, labeled it Jamaica ginger, took the money, and went to dinner.

Upon my return Mr. Z., the boss, asked what I had given Mr. K. for ginger. Like a flash the truth dawned upon me. I walked to the spot and picked up a bottle marked "tr. sanguinaria." I asked for particulars and was told that it had been returned in exchange for ginger; that the woman was sick, and Dr. T. had been called (the same doctor).

The Doctor told me later that she had taken a good big dose to fix her stomach, and he thought it fixed it all right. The lady in question was furiously mad at me, but he jollied her along, saying it would do her no harm, and if it was not so near to his own dinner hour he would take the remainder.

## BAY RUM IN HER FIRST CAKE.

These people are still our customers, although a short time ago I sold them bay rum for essence of lemon. One of the daughters of the family, in whom I am very much interested, baked her first cake. It tasted like a barber-shop, and she got the laugh. She swiped the bottle, and on the quiet brought it down to me, telling her mother that she had really used bay rum by mistake. Beyond us, no one knows how much I had to do with it. Since then I call her "Lemon Essence" and she calls me "Bay Rum."

## JUDICIAL DECISIONS AFFECTING PHARMACY.

Legal Opinions of Interest and Importance to the Druggist—Some Transgressions which Should be Avoided—Recent Rulings Worth Knowing.

A familiarity with the more important laws governing the sale of medicines is essential to the security of a practicing druggist. The following court decisions bearing on the rights and restrictions of the pharmacist merit a careful reading. They were compiled by Charles B. Whilden, Ph.G., Secretary of the California State Board of Pharmacy, and appeared in the *Pacific Pharmacist*.

### A DRUGGIST MAY REFUSE TO FILL A PRESCRIPTION.

"A druggist is not liable to a physician in damages because he once or twice declined to fill the latter's prescriptions for reasons not impugning his capacity." (Tarlton v. Lagarde, 46 La.)

### THE PROPRIETOR IS LIABLE FOR HIS CLERK'S ERROR.

"One who sustains suffering or injury by taking a poison put up for him by an apothecary's clerk by mistake, instead of the medicine prescribed (in this case croton oil instead of linseed oil) has a right of action against the apothecary." (Hanford's Adm'x v. Payne, 74 Ky. 380.)

"Where a druggist is sued for mistake of his clerk in putting up a prescription, the plaintiff must show the clerk's want of due care and skill." (Beckwith v. Oatman, 43 Hun. 265.)

### PATENT MEDICINE HOUSES RESPONSIBLE FOR THEIR GOODS.

"When the proprietor of a patent medicine places on a bottle containing it a label recommending it for certain diseases and directing the size of the dose to be taken, and it is shown that the dose contained such a quantity of a certain poison as to injure the patient when he took it, the proprietor is liable for the damage, whether he sold the medicine to the plaintiff directly or to a druggist to be resold, from whom the plaintiff bought it." (Blood Balm Co. v. Cooper, 83 Ga. 457, 10 S. E. 118.)

### A DRUGGIST IS NOT LIABLE FOR ILLEGIBLE PRESCRIPTIONS.

"If the prescription of a physician is so illegibly written that a druggist, notwithstanding ordinary care, makes such a mistake in mixing the ingredients as to cause or hasten the death of the patient

who partook thereof, the druggist is not liable in damages." (McClardy's Adm'x v. Chandler, 2 Wkly. Law Gaz. 1.)

### AN UNLICENSED PROPRIETOR MUST PROVE HIS RIGHT TO CONDUCT A DRUG STORE.

"In a prosecution for carrying on business as a druggist without a license, it was held that the burden of justification under, or proving license, is on the defendant." (State v. Horner, 43 S. E. 89.)

### THE DELIVERY OF POISON TO MINORS.

"The sale or delivery of dangerous articles to children too young to understand their dangerous nature and unfit to be entrusted with such a substance, will usually render the person who delivers such article liable for any injury which may ensue from such negligent delivery." (Carter v. Towne, 98 Mass. 567.)

### A PHYSICIAN MAY SELL DRUGS ONLY ON HIS PRESCRIPTION.

"A practicing physician cannot keep a drug store or sell or give away drugs which he has not prescribed." (State v. Moorman, 86 Mich.; Suffolk County v. Shaw, 21 App. Div. N. Y. 146; State v. Jones, 18 Oreg. 256, 22 Pac. 840.)

### IN SOUTH CAROLINA, THE GRANTING OF A LICENSE LIES WITHIN THE DISCRETION OF THE STATE BOARD.

W. H. Smith, a graduate of the Medical College of South Carolina, Department of Pharmacy, with the degree of Ph.G., applied to the State Board of Pharmaceutical Examiners for a license to practice pharmacy, and his application was refused. A writ of mandamus was then applied for to compel the board to issue the license. The only question before the court for consideration, upon an agreed statement of facts, was whether or not the board could investigate the standing of a school, and if in its opinion the school was not a reputable one, refuse the license. The Supreme Court of South Carolina held that the board has this discretionary power and that its duties are not plain ministerial duties. The court in refusing to grant Smith the relief



prayed for said that its action was not intended to reflect in any manner upon the medical college of South Carolina. (State ex rel. Smith v. Matthews et al., 57 S. E. (S. C.) 1099.)

#### IMPROPER LABELING.

"In an action against a druggist for negligence, selling the plaintiff sulphuric acid for sulphuric

ether, where the petition alleges that the drug was delivered without labeling 'poison,' as required by the State law, it was proper to instruct the jury that it would be negligence to sell such drug without the required label, without regard to whether plaintiff called for sulphuric acid or sulphuric ether, upon which point there was a conflict of evidence." (Fisher v. Gollady, 38 Mo. App. 531.)

### A CLEVER BABY-FOOD DISPLAY.

Wilkinson & Co. of Keokuk, Iowa, carry a full line of baby foods. To advertise these goods J. Albert Kiedaisch trimmed the window as shown in the accompanying illustration.

The central idea is well stated in the sign at the top. "The Whole Dam Family likes our Baby Foods." For the benefit of readers who may be

on a strip of white paper about two feet wide and running the entire width of the window.

Four steps carpeted with dark-red velvet extend from the glass to the background. The articles on exhibition include divers baby wants, various foods and soothing syrups, nursing bottles, food warmers and teething rings. The six nursing bottles used



shocked by this sentence it ought perhaps to be explained that "the Dam family" have become famous during the last year or two from being featured on comic post-cards and the like. Just below the sign in the Kiedaisch window are the heads of the famous group, each one sucking a bottle. Even the dog has a nipple in his mouth. The pictures of the various characters are printed in natural colors

by the Dam family are filled with white liquid to represent milk. From these containers run long nursing tubes extending to the mouths of the "Dam" people. Every article bears a price ticket cut in the shape of a baby's head. The whole arrangement is ingenious and must have attracted no end of attention.

An attractive window!

## BOARD QUESTIONS ANSWERED.

*So much interest has been manifested in our series of answers to board-of-pharmacy questions that we have decided to establish a regular department for the publication of this material.*

### A NORTH CAROLINA EXAMINATION.

#### PHARMACEUTICAL CHEMISTRY.

*(Continued from August BULLETIN.)*

8. (a) How, chemically, can the two official Chlorides of Mercury be distinguished? (b) What is the difference, if any, between Yellow, Green, Red, and Prot-iodides of Mercury? (c) What is formed when Mercuric Chloride is treated with Lime-water?

(a) Calomel turns dark on coming in contact with ammonia water or the alkali hydroxides; mercuric chloride does not. (b) The yellow iodide of mercury is  $\text{HgI}$ , a mercurous salt. The red iodide is  $\text{HgI}_2$ , a mercuric salt. The green iodide and the protoiodide of mercury are of the same chemical composition as the yellow iodide. (c) Mercuric chloride, treated with lime-water, forms  $\text{HgO}$ , yellow oxide of mercury.

9. (a) From what is Phenol obtained? (b) What is Phenol Liquefactum? (c) What compound of Phenol with Salicylic Acid is official and what is its solubility?

(a) Phenol is obtained either from coal-tar by fractional distillation and subsequent purification, or is made synthetically. (b) Phenol liquefactum is a liquid composed of not less than 86.4 per cent by weight of absolute phenol, and about 13.6 per cent by weight of water. (c) Phenyl salicylate is the official compound of phenol and salicylic acid, and it is soluble in 2333 parts of water and 5 parts of alcohol.

10. In preparing each of the following, what substances react and what new products are formed?

(a) Ferric Hydroxide, (b) Precipitated Sulphur, (c) Lead Plaster, (d) Liquor Potassii Citratis, (e) Massa Ferri Carbonatis, (f) Black Wash, (g) Liquor Magnesii Citratis, (h) Syrup of Iron Iodide.

(a) In making ferric hydroxide, ferric sulphate and ammonia water react to precipitate the desired product. (b) Sulphur, water, and slaked lime are boiled together in making precipitated sulphur.

Soluble polysulphides of calcium are formed, which are then precipitated by the addition of hydrochloric acid, giving free sulphur and a solution of calcium chloride. (c) In making lead plaster the olein radical of the soap reacts with lead oxide in the presence of water, forming glycerol and lead oleate. (d) In preparing liquor potassii citratis, potassium bicarbonate and citric acid react to form potassium citrate. (e) In making massa ferri carbonatis, solution of ferrous sulphate and monohydrated sodium carbonate react to form ferrous carbonate. The sugar present prevents oxidation. (f) In the preparation of black wash, the calomel reacts with the solution of lime to form a black mercurous oxide. (g) In preparing liquor magnesii citratis, magnesium carbonate reacts with a solution of citric acid to form magnesium citrate. (f) In making syrup of ferrous iodide, the iodine and iron wire react to form ferrous iodide. Diluted phosphorous acid is then added to prevent oxidation of the iron.

#### PHARMACY.

1. Explain the difference between a dispensatory, the U. S. Pharmacopœia, and the National Formulary. State how the latter two works are compiled and by what authority. For what reason have they of late become of very much more general and national importance?

The Pharmacopœia is the authoritative book of the country on the preparation of medicines dispensed by druggists and prescribed by physicians. Definite standards are prescribed wherever possible. The remedies in the U. S. P., however, constitute only a limited portion of those used by American physicians. Many others for which there is a considerable demand are gathered together in the National Formulary, which may in a sense be considered a sort of annex or appendix to the Pharmacopœia. A dispensatory, on the other hand, covers a much wider ground than either book. It usually contains all of the formulas of the U. S. P., embodies a commentary as well on the products contained in the N. F., and also prints formulas for, and comments on, numerous other remedies.

The Pharmacopœia is published by the authority of the United States Pharmacopœial Convention: this is made up of delegates from medical societies and colleges, pharmaceutical associations and colleges of pharmacy, and representatives from the medical departments of the army, the navy, and the marine hospital service. The convention appoints

or elects a "Committee of Revision" which does the actual work of preparing the volume, while a Board of Trustees, also selected by the convention, assumes the duty of publishing the work. The National Formulary is published by the American Pharmaceutical Association and is revised every few years by a committee especially appointed for the purpose.

The reason why the U. S. P. and the N. F. have "of late become of very much more general and national importance" is because both books have been made into legal standards by the adoption of the Federal food and drugs act—an act which, moreover, has been followed with more or less modification in nearly all of the States during the last year or two.

2. (a) Convert 5 Troy ounces into Avoirdupois. (b) Three Avoirdupois ounces into Troy. (c) What are the equivalents of each in the metric system?

(a)  $(5 \times 480) \div 437\frac{1}{2} = 5.48$  ounces av.

(b)  $(3 \times 437.5) \div 480 = 2.73$  troy ounces.

(c)  $(5 \times 480) \div 15.5 = 154.83$  grammes;  $(3 \times 437.5) \div 15.5 = 84.67$  grammes.

3. (a) How many fluidounces in 400 Cc.? (b) How many Cc. in half a pint? (c) How many minims in 10 Cc.?

(a)  $400 \times .0338 = 13.52$  ounces. (b)  $8 \times 29.572 = 236.576$  Cc. (c)  $10 \times 16 = 160$  minims.

4. (a) How many grains of homatropine hydrobromide must be taken to make 2 fluidrachms of a 2-per-cent solution? (b) How many grains of corrosive sublimate are in a liter of 1/2000th solution?

(a)  $(2 \times 60) \times 0.02 = 2.4$  grains. (b)  $\frac{1}{2}$  gramme, or 7.7 grains.

5. (a) Name several common solvents. (b) Explain the difference between simple, chemical, and saturated solutions. (c) Give examples of U. S. P. VIII. preparations of each class of solution.

(a) Water, alcohol, and ether. (b) A simple solution is one in which the solid dissolved is not altered in any respect except in its external form. A chemical solution is one in which the properties of the dissolved body or bodies are changed by chemical action or heat. A saturated solution is one which has taken up all of the substance that it is capable of dissolving at a certain temperature. (c) Simple—liquor sodii hydroxidi; chemical—liquor magnesii citratis; saturated—liquor calcis.

6. (a) By what instrument can the strength of Alcohol and the Liquid Acids be quickly determined? (b) Give percentage strengths of several.

(c) Name five drugs and their active constituents for which the U. S. P. VIII. gives assay processes.

(a) With a Westphal special gravity balance, and also with the hydrometer and specific gravity bottle. (b) Nitric acid contains 68 per cent by weight of absolute nitric acid. Sulphuric acid is composed of not less than 92.5 per cent by weight of absolute sulphuric acid. Phosphoric acid contains 85 per cent by weight of absolute orthophosphoric acid. Acetic acid is composed of not less than 36 per cent by weight of absolute acetic acid. (c) Nuxvomica, strychnine; opium, morphine; atropa belladonna, atropine; coca, cocaine; cinchona, quinine, cinchonine, and cinchonidine.

7. What is meant by an impalpable powder, and how are substances reduced to this state? Give examples where this condition is important and state why.

An impalpable powder is so fine that its particles cannot be felt. It is obtained by prolonged trituration in a mortar. The yellow mercuric oxide which enters into the official ointment must be very fine, and for the reason that it is often used on the eyelids. Zinc oxide which is to be used in ointment of zinc oxide must also be in a fine powder. The presence of grit renders the preparation irritating to an inflamed surface. Calomel is said to act better when it is in the form of a fine powder.

8. How does the U. S. P. direct the following to be cared for and what deterioration results if the directions are not observed: Ammonii Carbonas, Aqua Hydrogenii Dioxidii, Liquor Formaldehydi, Potassii Hydroxidum, Santoninum?

Ammonium carbonate should be kept in well-stoppered bottles in a cool place. On exposure to air the salt loses both ammonia and carbon dioxide, becomes opaque, and is finally converted into friable lumps or a white powder. Aqua hydrogenii dioxidii should be kept in a cool place; otherwise it decomposes. Liquor formaldehydi should be kept in well-stoppered bottles, in a moderately warm place, protected from light. The formaldehyde gas passes off unless the solution be properly kept. Potassium hydroxide should be kept in well-stoppered bottles made of hard glass; if exposed to air it readily absorbs carbon dioxide and moisture, and deliquesces. Santoninum should be kept in dark amber-colored vials and in a dark place; it turns yellow on exposure to light.

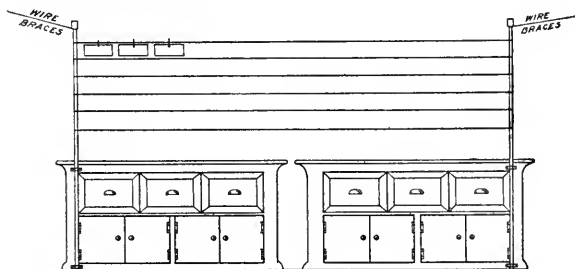
(To be continued.)

## DOLLAR IDEAS.

*The editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, book-keeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.*

### A NOVEL POST-CARD RACK.

*Isadore Jacobson, Detroit, Mich.:* Take two pieces of the ordinary  $\frac{5}{8}$ -inch gas-pipe seven feet long and sandpaper them perfectly smooth. Then paint them gold or bronze, following this with a coat of ordinary paint. Next take a pair of pipe cutters and cut grooves in the pipes about 5 inches apart so that wires may be fastened around them. Fasten the base of the pipes to the floor and allow



them to stand alongside the show-cases, as shown in the illustration. We have the pipes in our store far enough apart to permit the thing to run the entire length of two show-cases. Run the ordinary picture-frame wire from one pole to the other, and it affords an easy way of suspending postal cards in the store. The whole outfit did not cost us over eighty cents. One must use Dennison's ticket pins and card holders. This exhibit shows up well and gives the store a progressive appearance.

### AN EFFICIENT SYSTEM FOR FILING PRESCRIPTIONS.

*Texas:* Having run a store for a long time we put up many prescription refills. Perhaps one-third of our prescriptions, indeed, are repetitions. We had never been satisfied with our file for back prescriptions, until we put in a Macy cabinet for charge slips and adopted the same plan with our prescriptions. We use blue seal No. 1 vaselin boxes sawed down to a depth of four inches and the Macy index cards labeled. Each box holds five thousand pre-

scriptions and each card suffices for indexing one hundred.

This method enables us to find any old prescription by referring to the card index. To do this we lift up the 100 prescriptions, turn them top end down, and we have the numbers under the thumb in a very few minutes. Then we drop a pencil or a spatula in the place and remove the prescription.

While the name does not come in sight until the prescription is removed, we never file a prescription until the name of the patient is on it. We also use a duplicating numbering machine, and therefore never have a number omitted or duplicated through error. We fill about fifteen or twenty prescriptions daily, and have only two doctors.

### A DEVICE FOR CLEANING CAPSULES.

*W. T. Beam, Moundsville, W. Va.:* We have a method for cleaning filled capsules which I think may be of some help to your readers. Take two empty tin ointment boxes, each with a capacity of about two ounces. In the bottom of one box punch twenty holes close together and about  $\frac{1}{8}$  inch in diameter. Remove the lid from the second box, set in it the perforated container described above, and solder both together. In the top box put granulated sugar. Then drop in the capsules. Place on the lid, invert the whole mechanism, and shake. The sugar will clean the capsules and then pass through the holes into the lower box. Then place the device in an upright position and remove the lid. The capsules will have been cleaned very successfully. This contrivance costs about 10 cents, and it will remove bitter substances which often adhere to the outside of the capsules.

### A MADE-UP PILL EXCIPIENT.

*J. E. Taylor, Gridley, Illinois:* Here is a formula for a pill mass or moist excipient which we have used for years:

Powdered gum tragacanth.....	2 drachms.
Simple syrup .....	2 ounces.
Glycerin .....	2 ounces.
Water, a sufficient quantity as needed.	

We keep this mixture on a shelf ready for business. It is not used much now, however, except in making up mass capsules.

[NOTE BY THE EDITOR.—Tragacanth is a favorite excipient for pills among English pharmacists. It makes a good mass with most combinations, producing a pill which is rather slowly soluble, but not objectionably so. American pharmacists usually prefer glucose because it makes a more quickly soluble pill, but much depends upon how hard and old the mass is.]

## AN OUTDOOR BULLETIN.

*Tracy Boal, Buda, Ill.:* I believe we have tried every kind of advertising scheme which is likely to bring in a dollar. Here is an inexpensive one that has made many a shekel come our way. The photograph really describes it better than I can. Simply and briefly it is this:

A metal cigar sign was painted black and attached to the side of the building. Lettering material made



of whiting, water, and a small amount of liquid glue, together with a common round sash brush, completed the outfit. We change the sign once or twice a week, or oftener if we have any specialty to push. We find it admirable for the post-card trade, and in fact we have traced a good many dollars' worth of business directly to it. It seems to me this is a good advertising scheme for druggists in any town, and it costs very little to try.

#### PUTTING THE DATE OF THE INVOICE ON GOODS.

*J. F. Rupert, West Point, Nebraska:* Always place the date of the invoice on the goods you receive. Put this on the container or carton and on the individual packages also if necessary. This is a wonderfully valuable aid in buying goods, particularly such as essential oils, liquors, chemicals, and articles which come from wholesale basement or laboratory; also for patents, and, in fact, for all goods. It tells you at a glance just how much of an article you are selling and gives you a means of estimating the amount to keep on hand. It is not inconvenient, does not take much time, and will pay in dollars and cents. It will also enable you to keep your stock fresh and clean. Don't overload.

Occasionally, after a bill of goods has been re-

ceived and put away, we discover that a bottle in a dozen box has been broken, that a mistake has been made, or that the goods are not what they should be. We are at a loss to discover from whom the supplies came. The data provided by such a plan as here outlined will then be the clue by which we can find the proper invoice and get the proper credit.

#### A USEFUL COTTON CONTAINER.

*Fred F. Wilson, Toronto, Ontario:* A device for holding absorbent cotton for filtering purposes, etc., similar to the holder used by dentists, may be made



by cutting a round hole  $1\frac{1}{2}$  inches in diameter in the top of a one-pound tin can. This keeps the cotton clean and handy. It can be pulled out in small tufts as needed from time to time, and it is always ready for use.

#### A USEFUL CONTRIVANCE.

*C. R. Middleton, New Hope, Pa.:* Let me describe a small device which is very handy about the sink. It consists of a piece of copper or brass wire about 11 inches long with a small piece of sponge attached by bending the end of the wire over it. This contrivance is excellent for cleaning panel and other bottles which a brush cannot touch. It is also the best tool I have ever found to clean the necks of funnels. The device is cheap and can be made by any one.

#### MAKING BROMIDE SOLUTIONS.

*C. A. Sieplein, Cleveland, Ohio:* To make a colorless solution of bromides in medicated water, dissolve the salts in plain distilled water, then add the necessary amount of oil, shake the mixture and filter it through cotton. In this way you get a colorless solution, as you frequently cannot if you add the bromide direct to the medicated water already made.

## SELECTIONS.

### HOW TOBACCO IS GROWN.

It is surprising to find how little even those actively engaged in the tobacco industry know of the husbandry of the plant. It would be interesting to discuss at length the culture of the genus *nicotiana*, but space will not permit the diversion. We shall, therefore, confine ourselves to the variety most popular with the discriminating smoker, viz., Havana tobacco.

The seed is sown in nurseries and allowed to reach a height of about three inches, when it is transferred into furrows carefully fertilized. For the next two months great care is taken to protect the plant from the ravages of insects. All "shoots" are removed, and the plant is frequently "topped," to insure strength and the proper size to the leaves. The plant remains in the field until the leaves attain the desired hue, when it is cut close to the ground.

The stalks are then cut into sections of two leaves each and suspended on rods in drying barns, where they are allowed to remain for some time, dependent upon atmospheric conditions. Then they are piled into stacks or pilones, to admit of fermentation. In two months they are taken from these stacks and assorted into grades, as wrappers, workers, and fillers. The colas or poorer grades remain in Cuba.

The tobacco is now gathered into "hands" or small bundles of from thirty to sixty leaves each. Four of these "hands" are bound into so-called "carottes." Eighty "carottes" make a bale, weighing from seventy to one hundred and ten pounds. In this condition the tobacco is allowed to ferment further for some months. It is then ready for the manufacturer of cigars.

Packed in bales, the leaf tobacco is shipped to cigar factories in all parts of the world; the finest Cuban grades—such as Vuelas, Partidos, Remedios, etc.—coming to America. About 20 per cent is made into cigars in Cuba, probably 70 per cent is shipped to the United States, and the balance—in smaller quantities—to Europe, principally to Germany, Spain, and France.

When the manufacturer of cigars, wherever he may be, gets his bales, he resumes the process of treating the leaves. The tobacco is taken from the bales and moistened or "cased." It is then stripped and "booked," that is, the leaves are laid over each

other like the leaves in a book. Thus they are placed in barrels to allow "sweating," or further curing. If tough and gummy it remains in barrels for some time; if sufficiently matured this is not so necessary. The sweating process takes from two to six weeks. The tobacco is now in proper condition for the cigarmaker.—*Holton's Tips*.

### WHICH IS THE MORE DANGEROUS DISEASE?

The question as to which of the two venereal diseases is the deadlier, more dangerous, pops up periodically in medical literature. At one time the question would have seemed absurd; even by the profession gonorrhea was considered a trifling ailment in comparison with the ulcerous, toothless, hairless, and sunken-nosed specter of syphilis. Many physicians are considering gonorrhea the more dangerous disease, especially in its relation to the wife.

Dr. A. Doktor takes this view. In a recent issue of the *Centr. f. Gynäkologie* he relates a number of instances of chronic invalidism and suffering in wives who were infected with gonorrhea by their husbands, and he claims that while syphilis causes more illness and misery among single men, gonorrhea works deadly havoc in married life. While we personally consider syphilis by far the more serious disease, still we are ready to admit that gonorrhea carries with it a great element of danger just on account of its supposed triviality. A man who has had the misfortune to become afflicted with syphilis will treat himself thoroughly and will generally not marry until permitted to do so by his physician; a gonorrheic will stop treatment and will get married as soon as his discharge stops, though his urethra and prostate may be full of dormant gonococci.

What misery one member infected with syphilis may cause to the entire family is well seen from the following two tragic cases. The first case was reported by Dr. Bonne. A young man went out for a "good time" and became infected with syphilis. Marrying soon afterwards, he infected his wife, who died five years later from syphilis of the brain. The wife's mother became infected while nursing one of the children, and in her turn infected her son's wife, who afterwards bore two still-born syphilitic children. The wife of another son also became infected in a similar manner and suffered fearfully from syphilis of the bones.

The second case was reported by Dr. Foveau to



Prof. Fournier and is as follows: A married man was infected with syphilis in a mild form; he infected his wife, who suffered with a severe form of the disease in its secondary stage. The sister of this woman, who had a nursing baby, came to live with the married couple. She happened to put her tooth-brush in the same glass which was used by the syphilitic sister, and then had some teeth extracted. She became infected, and in her turn gave the disease to her baby.—DR. W. J. ROBINSON in the *Alkaloidal Clinic*.

#### WHERE BILLIONS OF FLOWERS PERISH ANNUALLY TO KEEP UP THE PERFUME SUPPLY.

From the most remote period of its history the love of sweet-smelling scents has been a dominant characteristic of the human race. The ancients delighted in them, the French and English courts of the days of Queen Elizabeth and Louis XIV. revelled in them, and to-day, though such extravagant use of scents as was then encouraged would be utterly decried by the canons of good taste, there is annually expended in New York city alone \$1,000,000 on perfume.

To-day the French hold the palm as the world's greatest perfumers. To them belongs the creative

imagination, tempered by good taste, which is the birthright of the artistic temperament, and the little town of Grasse, near Cannes, on the blue Mediterranean, is the flower mart of the world. Billions of blossoms perish annually in the interests of the perfumers in this little city, and from here all the great perfume houses of Europe import a part if not all of their wares. Every year the merchants from Cologne buy up all the essential oil from the orange blossoms, which is the foundational scent of their world-famous cologne.

In Grasse one can get any odor he wishes; he has but to name his perfume, and the merchant takes it from his shelf. Lily-of-the-valley, rose, new-mown hay, violet, mignonette, tuberose, orchid, all are obtainable.

As a matter of fact, there are comparatively few real flower odors. Jasmine, tuberose, cassie, Parma violets, jonquils, mignonette—these are true flower extracts, and the purchaser buys what he thinks he is buying. Other odors are generally mixtures—blends of these flowers and of chemical compounds and such Oriental substances as myrrh, frankincense, sandalwood, and the like.

Of late years chemists have learned to compound with scrupulous, almost loving care certain scents



**A HANDSOME LOUISIANA STORE.**—This spacious pharmacy is the property of the Ruston Drug Company, of Ruston, La. There is a commendable absence of congestion in the store, plenty of floor space, and a roomy appearance in general. The fountain is a Liquid Counter Service of solid marble. The open-air scenes depicted on the frescoes extending along the top of the wall help to augment the airy aspect of the pharmacy. The furniture is the all-metal kind and the interior arrangement of the store throughout is up to date.

and mixtures, that so closely resemble the flower odors as to be almost indistinguishable, except to a trained sense. This has by no means interfered with the business of flower culture, as the best grade of perfumes still is manufactured from flowers, but it has brought within the means of a new clientele—the poor—a luxury hitherto without their grasp.—*Montreal Pharmaceutical Journal*.

#### ICELAND'S FIRST PHARMACOPOEIA.

The oldest medical document in the ancient Norse language is the "Icelandic Pharmacopœia" of the thirteenth century. The original document, according to the "Tidsskrift for Kemi og Farmaci," forms part of the Arnarnagæ collection of manuscripts in the Royal library in Copenhagen. It consists of five octavo pages; the contents are written in a very clear, lucid style for the use of the people. It was intended as a book of counsel to which they could go in times of illness or accident, and belongs to the class of literature termed "Old wives' books." It contains fifty-one prescriptions of all kinds of ailments, enumerated without any attempt at order. The remedies were drawn mostly from plants, some from the animal, and but few from the mineral

kingdom. To present-day ideas the prescriptions savor of a rather revolting character, as will be gathered from the following:

For sleeplessness, take of the herb called mecon, pound with sour wine, and rub therewith the whole body, and eat of sorrel.

For wounds, lay thereon the excrement of a dog day and night, then take pig or ox gall, which rub with salt and pepper. This doeth good.

For a broken leg. Take a cock with its feathers on, and bind it onto the leg.

For a fat stomach, take rye bread, break it into wine or beer, letting it stand for seven days, drink thereof twelve months morn and even. Thou shalt get thin.

For a boil on the hand, take a cat, kill it, and lay thy hand within it whilst warm, bind it up until next day. Repeat if necessary four times, using a fresh cat each time.

For bad sight, take a living eel, take therefrom the blood and gall, mix and rub on the eyes. It doth strengthen man's sight.

For headache, take rue, pound with oil and eggs, rub therewith the forehead. It removeth the pain.

As in the period when this document was written the art of healing was exclusively in the hands of the monks, it was in their cloister gardens that most of the plants for medicinal use were cultivated, as scarcely any of those enumerated grow wild on the island.—*Chemist and Druggist*.



THE NORRIS PHARMACY IN SOUTH WHITLEY, INDIANA.—Readers of the BULLETIN have doubtless observed that this journal has frequently had contributions of one kind and another from the Norris pharmacy. In the June issue, for instance, we published a "Best Advertising Scheme" describing Mr. Norris's method of "Getting Business by the Use of an Orchestra." In the July number we commented upon the handsome soda menu gotten up by the Norris people. Mr. Norris's portrait was published on page 236 of the June issue, and he may also be seen standing behind the soda fountain in the present picture. Norris is a hustler—awake every minute in the day!

## LETTERS.

### TO JOKE OR NOT TO JOKE.

[NOTE BY THE EDITOR.—In an editorial printed in the August BULLETIN we quoted a letter which we had received from one of our subscribers taking us rather severely to task for printing jokes in "The Scrap Book" department of the BULLETIN. We endeavored to wax a little facetious over the complaint, and wound up by declaring that we should like to hear what other readers thought of the policy of printing humorous matter in the rear of the journal. Several communications have since been received, and we are printing a few of them. So far only one correspondent has agreed with our critic of last month.]

To the Editor:

Anent the Burlington man's letter, as printed on page 314 of the August BULLETIN, let me offer the following: Your critic has got the barber's itch—or perhaps it is a case of chronic sour stomach. He ought to take dyspepsia tablets. My private conviction is that he would be displeased with Heaven—provided he were fortunate enough ever to get there. He'd better stay on this mundane sphere. Go on with the jokes, Mr. Editor. I like them. I take sixteen drug and medical journals, and I would give all of them up before I would stop the BULLETIN—that's how I feel about your journal!

MOSES JOHNSON.

Salem, N. Y.

* * *

To the Editor:

With reference to the remark of your Iowa friend, let me say regarding the BULLETIN's "Scrap Book" that "a little nonsense now and then is relished by the best of men." I may add that this department is the most read of any part of the BULLETIN by the druggist's family as a whole. Tell your bilious friend in Iowa to laugh and grow fat!

T. F. BENTLEY, PH. G.

Camden, N. J.

* * *

To the Editor:

Concerning the "left-handed compliment" to which you refer in the August BULLETIN, permit me to suggest that you "stick to your last." I am stuck on the whole BULLETIN menu—the soups, the fish, entrees, desserts, cocktails, and everything else. In other words, I read more or less of everything you print, including the advertisements and certainly

the jokes, which I believe are the freshest that I come across anywhere. If we all ran our drug stores as well as you do the BULLETIN, most of the problems which now torment us would evaporate. There is not a single department in your journal which I should like to see eliminated, and I sincerely trust that none will be.

JOHN J. DAVIES.

Scranton, Pa.

* * *

To the Editor:

In reply to your statement that you would like to know if other of your readers agreed with the gentleman from Burlington who would prefer to have the "silly stuff" cut out of the BULLETIN, I would say for myself and my three clerks, and say it most emphatically, No! We enjoy the BULLETIN from cover to cover, including the advertisements. We should certainly be sorry to see any such change in style as our Iowa friend suggests. We feel sorry for any one who takes life so seriously that he can't enjoy a joke—and the BULLETIN has some good ones! Wishing you the best the world affords, I am, very fraternally yours,

W. J. DUNLAP.

Cannonsburg, Pa.

* * *

To the Editor:

Since you invite opinions regarding the publication of jokes in the BULLETIN, let me say that I should have liked long before to tell you what I thought had not modesty forbade. I consider your jokes entirely out of place, but since I occasionally find something among them worth while reading, I say with my friend in Iowa—"Well, never mind!"

Don't you think if you gave to your advertisers that space for which you get absolutely nothing it would pay better? The advertising notices, intermingled as they are with stale jokes, are apt to be lost sight of.

But I don't expect to run your paper, so please keep on suiting yourself and it will be satisfactory to me, too.

O. P. M. CANIS.

Brooklyn, N. Y.

* * *

To the Editor:

Keep up "The Scrap Book," for what would the world be without a bit of humor!

SAMUEL I. COHN, Ph.G.

Plaquemine, La.

## WHAT THEY WOULD CHARGE FOR IT.

To the Editor:

I observe that the S. Drug Co., of Texas, asks in the August number what readers of the BULLETIN would consider a fair charge for the following prescription:

Extract of ergot.....	5 drachms.
Strychnine sulphate .....	5 grains.
Mercuric chloride .....	3 grains.
Powdered extract of hydrastis....	2 drachms.
Powdered extract of viburnum	
prun. ....	4 drachms.
Iron phosphate .....	2 drachms.

Mix and make 60 capsules. Let one be taken after each meal.

In my opinion \$2 would not be a tremendously big price for this prescription. Ten to one, if the customer winced at the price given him by the S. Drug Co., he would without a murmur pay \$2 for a box of pennyroyal or tansy pills, and would then get only 25 instead of 60.

Recently the following prescription was handed me to be filled:

Fluidextract of belladonna.....	1 ounce.
Oil of peppermint.....	1 ounce.
Spirit of turpentine.....	1 ounce.
Tincture of arnica.....	1 ounce.
Tincture of iodine.....	4 ounces.
Spirit of camphor.....	1 ounce.

My charge for this prescription was \$1.40, which I considered very reasonable. Of course, though, the same old story developed—"another druggist had put up the mixture for 75 cents!" Just think, Mr. Editor, only 75 cents for this prescription! I fear the druggist who was satisfied with this price is working for his health.

Nevertheless, I got \$1.40 all right, and have refilled the mixture several times since for the same customer.

Let me conclude this letter by saying that your BULLETIN OF PHARMACY is an interesting drug journal and a very great help to the man behind the counter.

Stuttgart, Arkansas.

H. H. HORST.

* * *

To the Editor:

Regarding the prescription given by the S. Drug Co. in the August BULLETIN, let me say that I would charge for it from \$2 to \$2.50, according to the patient's appearance, but at the present low tide of the cash register I might even go down to \$1.75.

Brooklyn, N. Y.

O. P. M. CANIS.

To the Editor:

Let me express my conviction that the prescription of the S. Drug Co. is a peach! Any one who would mix mercuric chloride with an alkaloid and give 5 grains of ergot extract at a dose ought to be relegated to the rock pile. Even if the strychnine sulphate was not broken up, 1/12 of a grain is an unsafe dose. The answer to the query compounded by the S. Drug Co. is: "Don't put up the prescription at all!"

Milaca, Minn.

GEORGE A. PRESLEY.

* * *

To the Editor:

Being very much interested in prescription pricing, I would like to submit my price for the mixture given by the S. Drug Co. as follows:

Compounding charges .....	\$ .75
Material and container.....	1.65
Total.....	\$2.40

I know many druggists will at the first glance say that this price is rather high for 60 capsules, but I think they will agree with me on the figures when they look into the matter a little.

A READER.

## SCIENTIFICALLY "UNFAIR."

To the Editor:

We are all familiar with the expression, "this house is unfair," uttered with wearisome monotony by some labor delegate walking back and forth before the establishment which happens to incur the ill favor of the union. There is no doubt that there is some real unfairness according to the ethical principles of the labor organization, and in some instances the unfairness is acknowledged by all with perhaps the exception of the placarded establishment.

Real unfairness of the kind referred to is not limited to business life and business circles. We find it even in professional circles, yea, even among sober scientists. Actual open piracy and gross plagiarism are far from uncommon. It is reported that an eminent paleontologist, learning that a prominent confrère had unearthed a new fossil, and knowing that said fossil was *en route* by stage to the museum of his brother scientist, disguised himself suitably, took passage on the stage, examined and studied the fossil, and issued a report on its identity and origin, even before it reached the museum, to the utter astonishment of the real

discoverer. We cannot but have a certain feeling of appreciation for such raw piracy. Such a deed requires ability, boldness, and promptness of action, and may be compared to the stage hold-up in a lonely pass; less picturesque perhaps, and less dangerous to life, but otherwise closely similar in setting.

There is a form of unfairness, of stealing, among scientists, which is not worthy to be designated piracy. This unfairness ranges from small, often insignificant, pilferings of stray or isolated scientific ideas, thoughts, and suggestions which are not fully recognized as belonging to any particular scientist, up to an extensive sneak-thief appropriation of important discoveries. A few would-be scientists make it a business or practice to watch for new scientific discoveries as they are made public in preliminary notes or reports. If the new discovery thus reported appears to be suited to the purposes of the scientific sneak thief, it is carefully studied and tested in the laboratory, the method or methods of the discoverers are slightly modified, expatiated upon and embellished, and the entire thing published as wholly or almost wholly original, without even mentioning the names of those who made the discovery or those who laid the foundation upon which the discovery was based. Such a deed is not simply unfair; it is contemptible—much more contemptible than stealing a sheep or sneaking a coin from a purse; in fact, about as odious as taking the pennies from a dead man's eyes.

It is rarely that the guilty ones, of the type just referred to, are brought to task, because the wronged parties are loath to be mixed up in the controversy which would follow. It is a decidedly disagreeable task, leaves a nasty taste in the mouth, and furthermore spreads and accentuates the ill-feeling which has already been created. The scientific sneak takes chances, of course, but he relies on his ability to cloak his crooked procedure in such manner as to give the appearance of fairness and innocence. In some instances he offers the plea of ignorance as to what has already been done. This plea is unworthy and untenable. The scientist's first duty is fully to inform himself as to what has already been done along the lines of investigation in which he may be interested. His sense of common fairness should prompt him to give full credit where credit is due. It is not necessary or even desirable that he should give credit to every little detail, but he should certainly properly credit all

major efforts. If through some peculiarity of circumstances he should actually be thus ignorant, he should make due reparation and apology as soon as he has discovered his defect.

San Francisco.

ALBERT SCHNEIDER.

#### SHALL SYRUP BE MADE BY PERCOLATION OR AGITATION?

To the Editor:

In the June BULLETIN, on page 250, I read an article on making syrup by agitation. The principal objection to this method, aside from the time it requires, is the necessity of straining the product in order to make it clear. Few realize how much dirt is to be found in the best sugar.

Several months ago I made an apparatus for percolating and have found it very satisfactory. It comprises a 20-pound candy pail, a 10-gallon coca-cola keg, one yard of cheese-cloth, and one molasses faucet. Knock the head out of the keg and bore a hole for the faucet two inches from the bottom. Drive three half-inch holes into the bottom of the pail and cover them with cheese-cloth folded four times. Set the pail in the keg, fill it three-quarters full of sugar, and add sufficient water. Each morning add more sugar and water to make enough syrup for the day. The apparatus does the rest: it acts automatically.

The pail and cloth should be thoroughly cleansed once a week. For while we use the best sugar, put up in five-pound bags for family trade, the strainer becomes very dirty at the end of a week.

Wollaston, Mass.

GEORGE C. GREEN.

#### THE DRUGGISTS' BENEFIT FUND AGAIN.

To the Editor:

The suggestion of Mr. W. Bodemann in the BULLETIN recommending the creation of a fund for the relief of deceased druggists' families deserves the support of every pharmacist in the land. This plan would bring aid to widows and orphans of druggists and would save humanity much suffering and deprivation.

It is generally known that the average drug business is a small one. Pharmacists are unable to lay up treasures for future necessities, so that if they die prematurely their families are often left in dire circumstances. Most of us do not carry life insurance because of the expense.

Such a mutual benefit would do more to cement

the members of the N. A. R. D. together than anything else. I should appreciate it if you would publish statistics on the membership of the association and the average number of deaths with a view to determining the rate of assessment. Please keep this plan before the readers of the BULLETIN. I hope that with your aid we can bring about the adoption of this idea.

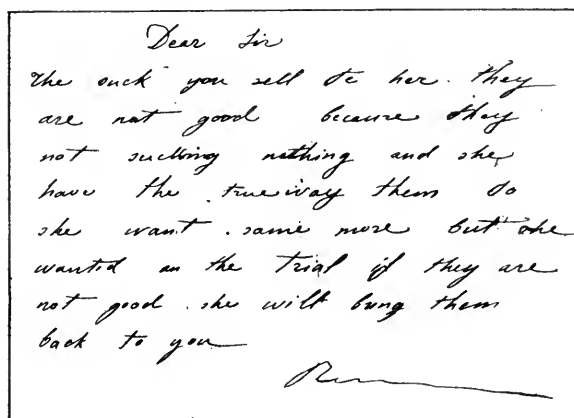
C. W. GRASSLY.

Chicago, Ill.

#### WHAT SHE WANTED.

To the Editor:

I enclose a gem from my collection of freak orders. You may use it if you see fit. The cus-



Dear Sir  
the suck you sell to her. They  
are not good because they  
not sucking nothing and she  
have the time away them so  
she want some more but she  
wanted on the trial if they are  
not good she will bring them  
back to you  
Rum

tomers was an Italian woman and she wanted leeches—not nipples, as one might suppose!

South Windham, Conn. FREDERICK E. TURNER.

#### HE DOESN'T AGREE WITH MINTON.

To the Editor:

In the department of "Letters" of the August BULLETIN I see that J. J. Minton, of Washington, D. C., tries to prove that it does not pay the druggist to make his own Seidlitz powders and that he can buy them cheaper. In his table of costs he quotes Seidlitz mixture at 25 cents a pound and tartaric acid at 35 cents a pound. If Minton has to pay these prices undoubtedly he had better buy his Seidlitz powders ready-made. I make my own powders. I pay 20 cents and sometimes less for Rochelle salts. I pay from  $2\frac{3}{4}$  to 3 cents for soda (English). I pay from 28 to 30 cents for tartaric acid. I am satisfied that I can produce fresher powders for a good deal less money than I can buy them for.

JOHN S. BLAIR.

Bradford, Pa.

#### MAKING SYRUP OF HYPOPHOSPHITES COMPOUND.

To the Editor:

I note that Syrup of Hypophosphites Compound bobs up every once in a while. There is nothing difficult about this preparation except the manipulation. Throw the calcium, potassium, and sodium hypophosphites into a bottle and shake the mixture with 4 or 5 ounces of distilled water. Dissolve the manganese and iron hypophosphites together with the citric acid and potassium citrate in a few ounces of water by aid of heat until a clear, greenish solution is effected. While the liquid is still hot dissolve the quinine therein and add this to the calcium mixture. Then fill the bottle with simple syrup. This makes a nice, clear, greenish syrup. When I refer to simple syrup I mean the product made by cold percolation from loaf sugar and distilled water. The quantities of water mentioned above are intended for a half-gallon of syrup. A saturated solution of sugar will take up that quantity of water.

Milaca, Minn.

GEORGE A. PRESLEY.

#### COLORING BAY RUM.

To the Editor:

Among the Dollar Ideas in the August BULLETIN was a process given by C. K. Bushey for coloring bay rum by the use of saffron sprigs. I have never been successful myself in using vegetable coloring matter in bay rum. The light always fades the product and sometimes produces a sediment in it.

Permit me to suggest that your readers use the following method: After the oil, alcohol, and water have been mixed, carefully add from 10 to 30 drops of water of ammonia. A clear solution and a perfect color will result. The amount added cannot be detected so far as the irritating qualities of ammonia are concerned.

This may not be just the proper way to manufacture bay rum, but it is the only way that I have ever been able to devise to hold a satisfactory color.

Toluca, Ill.

JOHN W. FOSTER.

#### INCIDENTS IN THE DRUGGIST'S LIFE.

To the Editor:

I have recently had two amusing experiences which I am pleased to narrate.

Some time ago I ordered, with other goods from a prominent wholesale drug company, one dozen leeches. They arrived nicely packed with moist earth in a perforated box. Upon removing the



leeches I found them all dead. I wrote the house about the matter, and shortly after received another dozen with the following note: "We regret that the leeches were not satisfactory, but upon looking up your order we notice that you did not specify live ones."

A seven-year-old boy called at the store the other morning and asked for five cents' worth of saffron. Seeing that he was somewhat excited, I remarked: "I guess you have a new baby at your house." "We have," he replied. "The doctor found one setting on a barrel down on the dock last night."

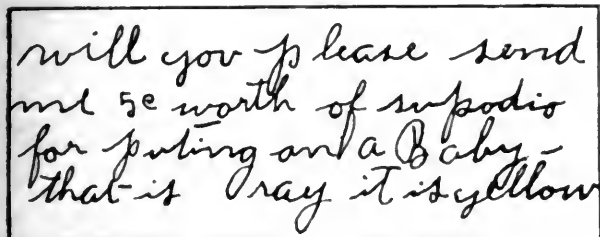
Port Huron, Mich.

ED. J. RODGERS.

### TREATING "A RAW BABY."

To the Editor:

We interpreted the accompanying order to call for lycopodium, and we translated the order as follows: "Will you please send me 5 cents' worth of lycopodium for putting on a baby that is raw? It



is yellow." Whether the baby was yellow, or whether the customer meant to describe the color of the powder for purposes of identification, I leave for the reader to determine.

T. B. TINDALL.

Owensboro, Ky.

### "AN EFFECTIVE AND ECONOMICAL SILVER POLISH"

To the Editor:

In the department of "Letters" in the July BULLETIN I notice an error in the publication of my formula for an effective and economical silver polish. The amount of water should read 20 ounces.

Shave up one large cake of ivory soap and dissolve it in 20 ounces of water. Add 2 ounces of glycerin, mix thoroughly, and then gradually add 1 pound of English precipitated chalk. Stir the mixture thoroughly, and then add 1 ounce of potassium cyanide which has been previously dissolved in 6 ounces of water. Mix again.

This polish is very cheap to make.

Cleveland, Ohio.

F. C. HOTTEL.

### SEPARATION IN AN OINTMENT OF BALSAM PERU.

To the Editor:

As I have had some trouble in making an ointment of Balsam Peru, I desire to ask BULLETIN readers for their opinion. When the mass is freshly prepared it is smooth, but upon standing a granulation or rather separation of the resinous principles is observed. Before the national food and drugs act went into effect we had no such trouble.

Stillwater, Minnesota.

KING BROS.

[NOTE BY THE EDITOR.—A number of druggists have had trouble with ointments of Balsam Peru, but several of them have devised ways and means of overcoming the difficulty. In the department of "Dollar Ideas" in the August issue the use of an alkali was suggested. Mr. Dunning, writing in this issue on "Some Interesting Prescriptions," also gives a method of making a permanent ointment of Balsam Peru.]

### MUST "HUSTLE AND SMILE."

To the Editor:

I have been very much interested in the series of articles which Harry B. Mason has been contributing to the BULLETIN during the last few years on the prosperous and prominent druggists of different cities throughout the country. These articles all point to the fact that if one wants to get "writ up" by Mr. Mason he must "hustle and smile," for these are the only kind of men that "old opportunity" waits for.

J. O. BURGE.

Nashville, Tenn.

To the Editor:

I am a young druggist, but am now entering on my eleventh year in the retail drug business in this city. During this time I have taken several drug journals, but I have found none that I could take the interest in I do in your publication. Your Dollar Ideas and Business Hints are worth remembering.

JAS. J. READ.

Lampasas, Texas.

* * *

To the Editor:

I have been out of the drug business for several years, but find the BULLETIN such a good "live one" that I would not be without it.

Detroit, Mich.

GEO. N. WHIPPLE.

* * *

To the Editor:

"Got the habit." Can't do without the BULLETIN.

La Harpe, Ill.

F. F. VEDDER.

## BUSINESS HINTS.

### Pushing the Sale of Denatured Alcohol.—

We read in *The Apothecary* that Hubbell & McGowan, of Boston, are among the retail druggists who have seen the possibilities of trade in denatured alcohol. They advertise the article in their window by a conspicuous sign, reading:

DENATURED ALCOHOL  
10 cts. Pint, 50 cts. Gallon  
in a Jug.  
FOR THE CHAFING DISH.

Hubbell & McGowan say that the stores in their neighborhood are doing considerable business on this item. The jugs which they use for the gallon sales are the containers in which they receive their fruit syrups, etc.

They buy in barrel lots at about 38 cents a gallon. On the pint sales there is a good profit, and the gallon sales are calculated to make this trade a drug store function, thus keeping it away from department and general stores. In the course of time the price to retailers is bound to decline and the number and amounts of the sales will make the profits fair.

"We find that among druggists generally," says the *Apothecary*, "there is a very great discrepancy in the prices charged at retail. For instance, in three drug stores on Fourth Avenue, New York City, the prices charged per quart of denatured alcohol were 30, 40, and 50 cents. The clerk who asked the latter price, in reply to protest against the excessive charge, stated that he believed that the cost was about '\$1 per gallon,' when as a matter of fact it costs 42 cents a gallon.

"The question of price will be gradually adjusted as druggists realize that it is to their advantage to hold the trade, and to sell a large quantity at a reasonable profit, rather than a little at a much higher gain."

### Rules for Clerks.—

The Riker-Jaynes stores in Boston have very rigid policies regarding the treatment of customers. The positive rules which are issued to salesmen will not be without interest. They read as follows:

- Never* misrepresent an article in order to make a sale.
- Never* make statements which cannot be borne out by the facts.
- Never* allow an article of our own make or our own selection to go out of the store unless it is of the highest standard, without notifying the customer.
- Never* sell liquor to any one unless signed for.
- Never* sell laudanum, morphine, opium, cocaine, chloral hydrate, antipyrine, or any of the emmenagogues except upon a physician's prescription.
- Never* receive a prescription without giving the customer a check for the same and taking his name and street address, and do not deliver the medicine unless the corresponding check is presented.
- Never* allow a customer to go out of the store dissatisfied if it is in your power to prevent it.
- Never* compound a prescription or mixture in which there is the slightest doubt about articles or quantities.
- Mark* all drugs plainly, either with printed labels or in writing, and so paste the label on the bundle that when the package is opened the label will not be destroyed. *Never* paste one label over another.
- Always* recommend the article that we consider the best for the customer, notifying him that he may return it if not satisfactory.

*Always* guarantee everything of our own make to do all that it is recommended to do, and refund the money cheerfully if it fails.

*Always* so treat customers that they will come again.

*Always* make sufficient inquiries from the customer to make sure what he wants. Conduct all conversation pleasantly, never losing sight of the fact that it is customers upon whom we are dependent for our business.

*We aim* to put our goods before customers just as they are; but of the two extremes, we prefer to underpraise rather than overpraise them. *We also aim* to catalogue all goods so that customers will find them of better value when received than they appear on paper.

### Featuring Olive Oil and Cold Cream.—

B. S. Cooban & Co., of Chicago, publish a two-page folder 9 by 12 inches for house-to-house distribution. The pages are typographically attractive, there being plenty of white space and a clear, legible type. We are reproducing two of

#### PURE OLIVE OIL

**You** Upon our Olive Oil being  
**can** perfectly pure. It is  
**depend** made from the best  
variety of olives and only  
one kind—the best (some kinds of  
olives are good only for pig feed).  
Expert care is given in picking,  
drying, crushing, and pressing the  
fruit. Climatic conditions in Southern  
Italy are perfect—resulting in  
perfect fruit.

❑ **YOU CAN DEPEND** upon  
our Olive Oil as a medicine to give  
vitality to a wasted and worn-out  
body—the result of illness. It is  
easily digested and its results are  
at once noted. It can be given internally  
or used externally.

❑ **You CAN DEPEND** upon  
our Olive Oil as a food when one  
gets around to the piteous condition  
that is critical or unsafe to  
give ordinary foods or stimulants.  
Try our Pure Olive Oil. It is at  
once mild, pleasant, grateful, and  
beneficial.

½ pt. **35c.** pt. **60c.** qt. **\$1**

#### Cooban's Rose Cold Cream

❑ Softens and beautifies the  
skin. It is a flesh food and  
a complexion beautifier. It  
gives the skin that delightful  
peachy effect—the envy  
of all women and the admiration  
of all men. Add  
it at once to your toilet  
requisites. Give it a fair  
trial and you will be  
delighted with it. The prices  
per box are only

**25c and 50c**

the ads. by way of suggestion to other druggists who employ similar advertising mediums.

These two products lend themselves readily to advertising purposes because every store sells a quantity of olive oil and cold cream.

### Making a Specialty of Disinfection.—

O. M. Curtis, a pharmacist in Denton, Texas, has developed quite a business in disinfecting houses and other premises after the visitation of contagious and infectious diseases. Here, for example, is the text of a postal card recently sent out by Mr. Curtis to the physicians of Denton:

Dear Doctor:

Modern medicine regards disease as evidence that the resistance of the body has become impaired, giving, for the moment, the upper hand to various outside harmful influences. Following typhoid and similar infections it's essential that the germ of the disease be destroyed. The patient himself may be capable of doing this, but usually the safer plan would be to trust the matter to me, for I make a specialty of thorough, scientific disinfection, and have the equipment needed for its proper performance. My charge for the service is always consistent with the quality of the service. Try me.

O. M. CURTIS,  
APOTHECARY,  
Denton, Texas.

Instances of this kind show how pharmacists may develop the professional side of their occupation if they go about it in the right manner.

## Four Novel Ads.—

The Axt Drug Co., of Fort Madison, Iowa, certainly observes brevity in its advertising. The announcements which we here reproduce are conspicuous for that quality. They, moreover, exemplify a fact quite generally admitted by expert advertisers: white letters on a dark background are the most easily read.

These announcements attracted considerable attention. A number of people spoke about them to the Axt Drug Co.

*Axt Drug Co.  
Phone is 73  
Free and  
prompt  
delivery  
to all parts  
of the city*

*Let  
Axt Drug Co.  
fill your  
prescriptions  
They do  
it right  
Phone No 73*

*A good  
place to  
buy your  
Drugs  
Axt Drug Co.*

*Your doctor  
will be  
satisfied  
if we  
compound  
the  
prescription  
Axt Drug Co.*

## The Riker-Jaynes Prescription Check.—

The prescription check used in the Riker-Jaynes stores in Boston is shown in the accompanying reproduction. Some little explanation, however, is necessary. The cut shows only the upper half of the check. The lower half is separated by a dotted line, and on the reverse side of this lower half appears printed matter exactly like that above except that in place of the words "Customer's Check" appear the

No. 45101 JAYNES DRUG CO.  
50 Washington Street  
Corner Hanover

Name _____  
Street _____  
City or Town _____  
Time _____ Date _____

Customer's Check

words "Store Check." In use, the check is folded, a small sheet of carbon is placed between the two halves, and the record written on the top is consequently repeated on the "Store Check" which is then underneath. The sheet is torn apart in the center, the "Customer's Check" is handed to him, and the "Store Check" is retained. Each check is  $2\frac{3}{4}$  by  $3\frac{3}{4}$  inches in size, and the original slip, before folding, is therefore  $3\frac{3}{4}$  by  $5\frac{1}{4}$  inches.

Of course a thorough checking system is used by the dispensers in preparing prescriptions, and when a prescription mixture has been completed a label is pasted on it like the following:

PREPARED BY	CHECKED BY
We hereby guarantee the quality of this medicine, regarding purity and accuracy of preparation, and as being strictly in accord with the Physician's prescription.	
JAYNES & CO.	Date _____

This is filled out as indicated and pasted on every prescription mixture.

## A Forceful Bid for Prescription Patronage.—

Any one who has tried to write advertising for his prescription department must have found that such composition is not easy. Here is an announcement of Anewalt's Pharmacy, of Phillipsburg, N. J., which strikes home:

## YOU KNOW

what patent medicines are worth. They have a set price, and when it is cut you know you are getting them at a low price, but you can't tell when you are getting good value in prescriptions because you don't know what they are worth.

Don't be led away with your prescriptions to the store which sells a few patent medicines at a seemingly low price just to attract your other trade, but come to this store for all your drug wants, prescriptions, and sick-room needs, and get everything at a fair, square, reasonable price. Whether it is anything you are supposed to know the price of or not you will find the price is right here.

ANEWALT'S PHARMACY,

140 So. Main St., Phillipsburg, N. J.

## CAPSULES OF SCIENCE.

Prepared by Prof. W. L. SCOVILLE.

### Stop-watch Chemistry.—

(a) Venice turpentine is dissolved in ether (3 vols.), cooled to 20.5° C., then 8 Cc. of N/2 ammonia water added and well shaken in. If the mixture gelatinizes in 11 minutes it is pure. If it takes 12.7 minutes, it is adulterated. (b) When citral (or oil of lemon) is mixed with defibrinated blood and a solution of ammonium sulphide, and viewed in a spectroscope, two bands are seen, and after a time a third appears. The time which is required to obtain the third band is proportionate to the amount of citral present. To estimate citral in an oil or essence of lemon requires two operators. One uses a known solution of citral, the other uses the oil or essence. Each mixes his reagents, puts the mixture in the spectroscope at the same moment, then they race to see which can get the middle band first. When they come in neck-and-neck the race is won!

### The Right Weigh.—

Glass is very easily electrified by rubbing with a cloth, and when so electrified it acts upon a balance so as to appear heavier than it is. For instance, an Erlenmeyer flask when first electrified weighed 0.5 Gm. more than normal, and even after an hour it was 0.0005 Gm. heavier. It is therefore inaccurate to weigh a glass apparatus immediately after wiping. The electrical disturbance can be removed by stroking gently with the hand and setting upon a metal surface for a short time.

### Does Starch Dissolve in Water?—

It has generally been considered that starch forms a suspension in boiling water, but not a true solution—unless chemicals are added which change the character of the starch, making the so-called "soluble starch." Now a French chemist says that by filtering a pseudo-solution of starch through collodion, he gets a true solution of starch which is transparent and perfect. Such a solution is not very stable, but he regards it as a perfect and true solution. He makes a polysyllabic explanation of the fact, but we did not find this clear and transparent.

### The Pure Water Problem.—

Dialyzed iron has been proposed for purifying water. A very small amount of alkali or other matter precipitates ferric hydroxide from dialyzed iron solutions, and this carries down any insoluble matters in the water, and also most of the soluble organic matters. The solution is mixed with the water to be purified in about the proportion of one to one thousand.

### Self-acting Capsules.—

A German chemist has evolved the idea of incorporating pepsin, or papain, in the gelatin of gelatin capsules, to insure their dissolving in the alimentary tract—and he has patented it. He thinks that ordinary gelatin capsules do not always dissolve in the stomach or intestines, but that his will. In

order to prevent the gelatin from being liquefied before the capsules are swallowed, he mixes a little alkali with the gelatin. What becomes of the pepsin under this treatment, he has not yet discovered.

### Our English Sisters.—

Margaret E. Buchanan, Ph.C., says there are 160 registered women-pharmacists in Great Britain, of whom more than half are employed in hospitals or public dispensaries, while only about 30 are in business for themselves. The average salary for a woman pharmacist in a hospital is about \$600 per year, or about \$350 per year for resident pharmacists.

### Gems that Fade Without Help.—

It has been discovered that opals which contain 5 to 70 per cent of water will dry, crack, and lose their color. Those with less than 5 per cent of water do not fade. Analysis of a fine opal showed it to consist of 92 per cent silica, 0.25 per cent iron oxide, and 7.75 per cent water.

### An Explanation?—

German bacteriologists have found that suspensions of lecithin have a marked germicidal power—in 1-to-1000 solutions it kills typhoid bacilli in from one-half to one hour. An important source of lecithin is the brain. Does this explain why some brains seem sterile?

### "While You Wait."—

Tablet reagents for the analysis of drinking-water are sold in Germany. Quite a thorough analysis can be made in a short time by means of the tablets and apparatus which are sold with them, and it is recommended that analyses be made at the water's source.

### Real Cow's Milk.—

Milk has been found to contain 4 enzymes, a peroxidase, a diastase, a reductase, and a catalase. These occur in normal, healthy milk. Infected milk may contain other enzymes. These four enzymes doubtless have an influence on the digestibility of milk.

### Doesn't Hurt the Flavor.—

A malt extract made in a copper kettle is a damaged extract. Malt extract dissolves copper to an appreciable extent, and it only needs 1 part copper in 700,000 to spoil the diastase.

### Common but Queer.—

Since 1871 chemists have studied deeply into the causes of the rusting of iron. A recent article in *Engineering* says that the chemist has not yet found out the actual reason for rusting.

### Breakfast Food.—

In Japan a variety of chrysanthemum flower is used as a food. The flowers are yellow and contain considerable sugar.

### Stiff Starch.—

The molecular weight of starch is at least 15,000, and it is probably composed of molecules of different sizes.

## PRACTICAL PHARMACY.

### Just a Result of the Pure Food and Drugs Act.—

"Chemist Theodore D. Wetterstroem has disclosed some rather startling facts during his examination of drugs, mineral waters, ice cream, and honey which are being sold and offered for sale in and around Cincinnati," says the *Midland Druggist*. "Following the going into effect of the Federal food and drugs act, he says a number of well-known brands of proprietary medicines disappeared from the shelves of druggists as if by magic. He has since analyzed some of these, and while he does not disclose the names of the medicines or the manufacturers, says his labors have not been in vain. He asserts that lithia, seltzer, and other mineral waters manufactured and sold in Cincinnati, and some bottled across the river in Kentucky, show absolutely no trace of lithia. They are different from common river water only in the fact that a little common salt or baking soda has entered into their composition. Three samples of ice cream analyzed showed a percentage of butter-fats as follows: 15 per cent, 13 per cent, and 2 per cent. The U. S. pure food law requires 14 per cent butter-fat in ice cream. A carload of honey consigned to a Cincinnati honey merchant was refused because the honey contained artificial inverted sugar. In the fall of the year the State Food and Dairy Department will hold an exhibition of adulterated and misbranded articles at the State Fair. Mr. Wetterstroem has been commissioned to collect and arrange the exhibit of adulterated and misbranded drugs and medicines which have already come to the notice of the department."

### Rules Used in Compounding Prescriptions.—

The rules issued to prescription dispensers in the Riker-Jaynes stores in Boston will not be without interest. They read as follows:

*Never* substitute in the least degree. In putting up prescriptions, 1. The checker reads the recipe, if a new one, to the compounder, who compares it with his copy in the recipe book.

2. The compounder calls off the articles, gives the amount of each used, and reads the label, the checker comparing this with the recipe book.

3. The checker calls each article set out for the recipe, the compounder comparing this with the recipe book.

*If* a repeat recipe, follow rules 2 and 3.

*No unnecessary* talk in the prescription room.

*Never* take a recipe over the telephone.

*Never* let a prescription bottle go out of the store with a soiled label.

*All containers* used in preparing a recipe must be left on the dispensing counter for verification.

*Copies*—Always copy a prescription from the original recipe, exactly as written, and have the copies verified.

*Be Careful*—Do not take it for granted that a minim is a drop or a drop is a minim, but dispense as written, if the dose is proper. If there is any doubt, do not dispense.

NO DEVIATION FROM THESE RULES IS ALLOWED.

### Modified Formula for Ammonia Liniment.—

Otto Raubenheimer, Ph.G., of Brooklyn, in a paper read before the New York Branch of the American Pharmaceutical Association, suggested the following formula for ammonia liniment:

Ammonia water.....	340 grammes.
Diluted alcohol.....	60 grammes.
Cottonseed oil.....	300 grammes.
Lard oil.....	300 grammes.

This mixture, said Mr. Raubenheimer, is practically identical with the U. S. P. linimentum ammoniæ and produces a white, creamy preparation which does not separate or thicken on standing.



A PROSPEROUS WEST VIRGINIA STORE.—This is an interior view of the Ralston & Cook pharmacy in Weston, W. Va. The proprietors attribute their success largely to an intelligent use of the windows. During the cooler months they arrange a new trim each week in which they endeavor to feature their own specialties. The appearance of the store itself bears testimony to the value of this policy.

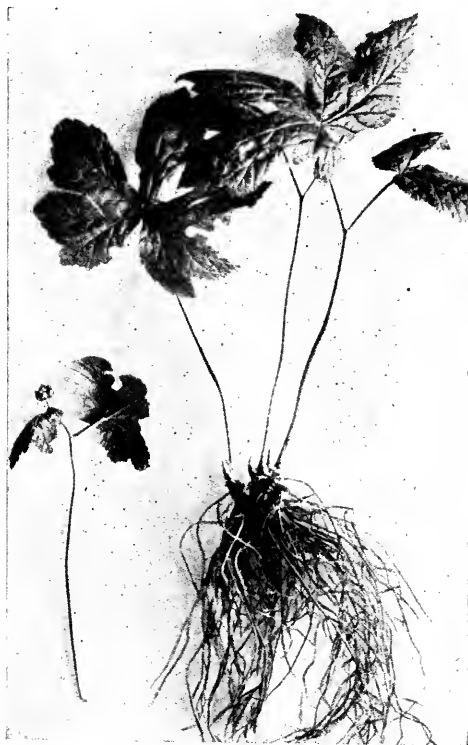
## BOTANY AND MATERIA MEDICA.

Monthly review by OLIVER A. FARWELL,  
Botanist of Parke, Davis & Co.

### Cultivation of Golden-seal.—

The United States Department of Agriculture has recently issued a pamphlet of twenty pages (circular No. 6 of the Bureau of Plant Industry) on the subject of "The Cultivation and Handling of Golden-seal." The authors are Miss Alice Henkel and G. Fred. Kugh. There are seven cuts illustrating the plant in all stages, from the seedling to the mature fruiting plant and the rhizome, and showing also the manner of dividing. For the benefit of our readers who may be interested in the subject we have abstracted the following notes from the pamphlet:

Golden-seal, in its native wild state, prefers open, elevated



A fruiting plant and a fruiting branch of golden-seal.

woods and bluffs, where there is plenty of leaf mold and good drainage, and ranges from New York to Minnesota, southward to Missouri and Georgia. The plant has been cultivated, experimentally, at Washington by the United States Department of Agriculture since 1899. The results obtained clearly show that golden-seal can be successfully cultivated. The artificial conditions of cultivation must, however, be made to approach, as nearly as possible, those of its natural habitat. An ample supply of humus should be well worked into the ground to a depth of about 6 or 8 inches so as to give it lightness and moisture-retaining properties approaching those of a forest soil. The humus employed may be well-rotted

manure, straw, etc., but probably the best mulch is leaf mold; this, of course, should be mulched in during the fall, and if a mulch of leaves should be laid on the ground every fall in a few years the garden soil would have approached as nearly as possible to that of a forest soil; it also tends to keep the weeds down. Any soil may be used so long as it is well mulched to produce lightness and well drained, as golden-seal will not grow in a wet soil.

As golden-seal is a shade plant, it must be protected, like ginseng, from the direct rays of the sun. Trees can be used for this purpose, but a better plan is to erect a lattice framework, as this will not, like trees, help to use up the strength of the ground. The plants may be grown in beds or rows about a foot apart in one direction by six inches in the other. They may be grown from the seed, by division of the rhizome, or from small buds which form on the stronger fibrous roots. The yield of green root per acre was found to be about 5000 or 6000 pounds, which when dried was reduced to 1500.

It was also found that three years matured the crop, as after that period of growth the rhizome began to decay at the older end. The alkaloid content is not diminished by cultivation. The plant is perennial, from a stout yellow rhizome which sends up a hairy stem about a foot in height, bearing a large leaf near the top and a little further above a small leaf, and then the small inconspicuous flower. The flowers appear in April or May, the fruit in July or August, which is bright-red in color, and about the same size as, and resembling, a large raspberry; hence one of its names—ground raspberry.

### Mexican Scammony.—

Mexican Scammony or Orizaba Jalap, *Ipomæa Orizabensis*, has been the subject of an investigation (*Pharmaceutical Journal*) by William Duncan, Ph.C. A single root yielded as high as 20.1 per cent resin, which perfectly answers the present official characters and tests for scammony resin, excepting that it has a more transparent, greenish tint. The main difference lies in the melting point, which is 119° C. for true scammony and 110° C. for the Mexican. The author recommends that the official characters and tests be made more stringent; or, if the two resins are identical, permit the use of the Mexican scammony as a source of supply; or make scammonin official and permit the manufacturer to obtain it from whatever source he pleases.

### Polygonum Cuspidatum.—

According to the *Pharmaceutical Journal* A. Goris and L. Crété have found two glucosides in the rhizome of *Polygonum cuspidatum* Sieb. & Zucc.—one, polygonin, yielding emodin and a sugar by hydrolysis, and the other emodin, of which the fresh rhizome yielded .353 per cent and the dry .676 per cent. Clinical experiments show that the drug is a good purgative in doses about twice as large as those for Chinese rhubarb.

### Peristaltin.—

According to *Merck's Report*, Peristaltin is a name given to a recently discovered, water-soluble glucoside, obtained from cascara bark, and has the formula  $C_{14}H_{18}O_8$ .



## BOOKS.

### A BOOK ON OPTICS FOR THE DRUGGIST.

We have perused with considerable interest a new book entitled "The Chemist Optician." The aim of the publishers has been to present a work founded on a knowledge of physics which the pharmacist acquires in his college course. Purposely, however, the treatise is written in every-day language rather than in scientific style. It tells in a simple way how abnormalities of vision are corrected by properly fitted spectacles. There is an abundance of illustrations, but mathematical formulas are conspicuous by their absence.

This book is one of the "Chemist and Druggist" series, having been written to instruct the retail pharmacist how to fit glasses or dispense oculists' prescriptions. It comprises the theory necessary to understand the practice of visual optics, and the apparatus and instruments employed therein, with a wide range of data, facts and suggestions, gathered from experience.

"The Chemist Optician" contains 210 pages and is published at the offices of the *Chemist and Druggist*, 42 Cannon Street, London, E. C. The American agents are McKesson & Robbins, of 91 Fulton Street, New York City, who sell the book post-paid at \$1.75.

### A NEW BOOK OF FORMULAS.

"Pharmaceutical Preparations," by A. Emil Hiss, Ph.G., and Albert E. Ebert, Ph.M., Ph.D., has recently reached us from the publishers. It presents a vast collection of formulas of so-called pharmaceutical preparations, covering practically everything the pharmacists of America may be called upon to make. It includes all the recipes of the United States Pharmacopœia, the National Formulary, the British Pharmacopœia, the British Formulary, the German Pharmacopœia, and a host of other authoritative books.

Such a multitude of formulas, all of them of official character, are enclosed within a single volume. They are arranged in strictly alphabetical order, with numerous cross-references, and provided with a copious index. The book we believe includes everything in the nature of pharmaceutical preparations required in this cosmopolitan country. "Pharmaceutical Preparations" is published by G. P. Engelhard & Co. of Chicago. It comprises 576 pages, is bound in cloth, and costs \$3.00.

### "THE NEWER REMEDIES," BY COBLENTZ.

The fourth edition of this very useful and practical book has recently issued from the press. The third edition was published in 1899, and since that time the number of synthetics and "new remedies" in general has greatly increased. The present edition may be depended upon to be complete and up to date in every particular, and a useful feature is that the author has, wherever possible, given the names and addresses of the manufacturers. Every pharmacist needs a book of this character. He cannot hope to keep in stock the myriad of new remedies brought out from time to time, but

when he receives an inquiry or a prescription for one of them he must have information regarding it immediately at hand if he is to satisfactorily discharge his function in the interests of the medical profession and the community. We heartily commend the fourth edition of Professor Coblentz's book. It is issued by the Apothecary Publishing Co., 145 High Street, Boston, and the price is \$1.00.

### A HANDY BOOK.

The seventh edition of "Pharmaceutical Formulas" has recently reached us from the press. The book is now considerably enlarged and comprises hundreds of new formulas. Many of the old recipes, too, have been revised in the light of further trial.

The function, we may say the necessity, of a work of this nature is at once apparent. Hardly a week passes but that the druggist is called upon to make a preparation which he is unable to purchase. It may be a corn cure, a toilet lotion, a hair tonic, or an after-shave. The man who has at his command this complete compendium of information about druggists' specialties will make many a sale which a pharmacist without such assistance is bound to miss.

"Pharmaceutical Formulas" is published by the *Chemist and Druggist* of London. The American Agents are McKesson & Robbins, who sell the book post-paid for \$3.50.

### THE SCOPE OF THE MODERN JOBBING BUSINESS.

The last annual catalogue of Noyes Bros. & Cutler, the well-known jobbing house of St. Paul, is full of interest and significance. It contains no fewer than 1136 pages, and is packed from cover to cover with an enumeration of thousands upon thousands of the different articles handled in the jobbing and retail trades. It is an interesting commentary on the scope of the jobbing business. Not only is the regular line of drugs, chemicals, manufacturers' specialties, and the like included, but space is devoted to an innumerable variety of sundries of every possible character.

### VAN SCHAACK'S LIST.

Peter Van Schaack & Sons are distributing their new 1908 catalogue. Few publications are more gratefully received at the BULLETIN office than Peter Van Schaack & Sons' comprehensive price list. It is a carefully compiled work covering the wants of any up-to-date pharmacist. There are quotations on patent medicines, paints, general pharmaceuticals, and everything else in the drug market. Peter Van Schaack & Sons are prominent jobbers in Chicago, which fact lends authority to their catalogue. Druggists in their territory will appreciate this work.

We are in receipt of Bulletin No. 10 of the Lloyd Library. It embodies the reprint of an article on *Hydrastis Canadensis* originally published in "Drugs and Medicines of North America" during 1881. The work is exhaustive, well illustrated, and of unusual interest.

## QUERIES.

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.

### Soda Syrups.

J. F. W.—Here are a number of formulas which have proved very satisfactory:

#### CHOCOLATE.

Powdered cocoa .....1 pound.  
Granulated sugar .....10 pounds.  
Water .....1 gallon.  
Sweet cream .....6 ounces.  
Extract of vanilla.....½ ounce.

Put water with the cocoa on the fire, stirring constantly to prevent lumping. When it comes to boil, add the sugar and stir until it is all dissolved. Then boil the syrup for three minutes and strain it through cloth while hot. Allow the mixture to cool and stir in the cream and vanilla extract.

#### VANILLA.

Extract of vanilla.....1½ ounces.  
Simple syrup .....1 gallon.  
Soda foam .....½ ounce.

#### RASPBERRY AND STRAWBERRY.

When the season is at its height, secure the best berries procurable. Pick out all the bad or imperfect ones and wash the rest thoroughly. Secure enough berries to suit your needs and place them in a stone crock. Stir them with a flat wooden paddle so that they will be broken up and not simply washed.

Next cover the fruit with a mixture of 1 part acetic acid, C. P., and 15 parts of pure water. Let it stand for ten or twelve hours, and then strain through a bag of Canton flannel or strong cotton cloth.

The contents of the bag should not be expressed, as it would force through the mucilaginous portions of the fruit, which are liable to fermentation, but let as much of the solution through as will without aid.

Having obtained all the solution available, add 12 pounds of refined sugar to each gallon and dissolve it by a very gentle heat, not over 125° F. Store the finished syrup in bottles or jugs.



SNAPPED AT THE MISSOURI MEETING.—Reading from the left, these three men are Frederick R. Dimmitt of Kansas City, P. H. Franklin of Marshall, and H. M. Pettitt of Carrollton, Mo. Messrs. Dimmitt and Franklin, it will be interesting to know, are two of the three surviving members of the Missouri Pharmaceutical Association who were present at the initial meeting held in Sedalia in 1879.

### Grease Paints.

W. D. A.—Grease paints may be made after the following formulas:

#### WHITE.

Prepared chalk .....4 ounces av.  
Zinc oxide .....4 ounces av.  
Bismuth subnitrate .....4 ounces av.  
Asbestos powder .....4 ounces av.  
Sweet almond oil .....2½ fluidounces.  
Camphor .....40 grains.  
Esobouquet extract .....3 fluidrachms.

Sufficient oil of almond should be used to form a paste of proper consistence.

#### RED.

Cacao butter .....4 ounces av.  
White wax .....4 ounces av.  
Olive oil .....2 fluidounces.  
Oil of rose .....8 drops.  
Oil of bergamot .....3 drops.  
Oil of neroli .....2 drops.  
Tincture of musk .....2 drops.  
Carmine .....90 grains.  
Ammonia water .....3 fluidrachms.

#### PINK.

Zinc carbonate .....250 parts.  
Bismuth subnitrate .....250 parts.  
Asbestos .....250 parts.  
Expressed oil of almonds.....100 parts.  
Camphor .....55 parts.  
Oil of peppermint .....55 parts.  
Perfume .....25 parts.  
Eosine .....1 part.

#### BLACK.

Soot .....2 ounces av.  
Sweet almond oil .....2 fluidounces.  
Cacao butter .....6 ounces av.  
Perfume, sufficient.

The soot should be derived from burning camphor and repeatedly washing with alcohol. It should be triturated to a smooth mixture with the oil, and then added to the melted cacao butter. Add the perfume and form the mass into sticks.

Brown or other colors may be obtained by adding appropriate pigments, such as finely levigated burnt umber, sienna, ochre, jeweler's rouge, etc., to the last formula instead of lampblack.

### Liquid Face Powder.

M. W. writes that he is receiving calls for a liquid face powder and desires a formula for such a preparation. We suggest the following:

Bismuth subcarbonate.....6 ounces.  
Hydrochloric acid, q. s. to dissolve.

Then precipitate out by adding water until the reaction ceases. Be careful to use only clean glass vessels and white filtering paper, and do not be in a hurry to finish. Wash for at least ten days in order to remove all traces of the acid; then press with a spatula through silk bolting cloth. To this precipitate add 34 ounces of drop chalk. Rub this up thoroughly with one pint of alcohol after adding 20 drops of oil of rose geranium or attar of rose. Then add enough rose or distilled water to make 2½ gallons of the finished product. Fill up either three- or four-ounce bottles, using any style package which will suit. Care should be taken when filling the bottles that the precipitate in each bottle should be equal; in order to do this the container should be well shaken each time a bottle is filled.

The author, Mr. J. L. Waller, said: "Care must be taken in the making of the preparation, and the directions must be carefully followed, or else the product will spoil; on the other hand, if the directions are adhered to a beautiful preparation results."

### Hair Dyes.

F. W. A. H.—Formulas for hair dyes have appeared in the BULLETIN on innumerable occasions. Consult the annual indexes printed in the December issues. Perhaps the following formulas may serve your purpose:

Silver nitrate in solution, about 1 drachm to 1 ounce of distilled water, makes a black hair dye which does not require a second solution to make it effective. A small quantity of tannic acid added to the solution makes it a better dye, and also aids the operator by making

the solution more easily visible and its effect more distinct. This dye should not be allowed to touch the skin, as it darkens that, too.

A brown hair dye may be made of

Pyrogalllic acid .....	1 part.
Water .....	6 parts.
Alcohol .....	2 parts.

Resorcinol and walnut hulls may be combined to form a hair dye as follows:

Green walnut hulls .....	10 drachms.
Resorcinol .....	1 drachm.
Glycerin .....	2 ounces.
Water .....	enough.

Grate the hulls and boil in a pint of water for thirty minutes, strain, add the resorcinol and glycerin, and enough water, if necessary, to bring the whole up to 14 ounces.

Some makes of resorcinol, used alone, have been known to turn hair red, so care should be used in employing it as a dye.

#### *Oxygenated Tooth Powder.*

C. B. W. wants a formula for an oxygenated tooth powder which shall be better than the following mixture, which he uses:

Powdered Castile soap.....	20 grains.
Sodium perborate .....	1 drachm.
Powdered chalk .....	6 drachms.
Oil of gaultheria.....	q. s.

A preparation of this kind containing calcium peroxide has appeared in the BULLETIN. The querist might try it:

Calcium carbonate .....	35 grammes.
Magnesium carbonate .....	6 grammes.
Orris root .....	3 grammes.
Calcium peroxide .....	3 to 6 grammes.
Oil of peppermint.....	1 drop.
Oil of cloves.....	1 drop.
Oil of star anise.....	1 drop.

Calcium peroxide may be precipitated by simply adding lime-water to a solution of hydrogen peroxide, says the *Pharmaceutical Era*. It occurs as a white crystalline powder, insoluble in water, and may be kept in a dry state indefinitely. Like some other peroxides, it decomposes with the evolution of oxygen when stirred with water or brought in contact with organic matter. It is used as a disinfectant, particularly in the mouth, as a bleaching agent, etc.

#### *A Troublesome Hair Tonic.*

Y. L. R. writes: "Would you be kind enough to criticize the following formula:

Quinine muriate .....	1 drachm.
Tannic acid .....	2 drachms.
Cologne water .....	10 drachms.
Tincture of cantharides.....	2 drachms.
Glycerin .....	1 ounce.
Alcohol .....	30 ounces.
Vanillin .....	2 grains.

"One objectionable feature of this preparation is that it renders the hair sticky. Then, too, it has a tendency to stain the towels."

Leave out the tannic acid and reduce the amount of glycerin to two drachms. Also substitute water for at least 50 per cent of the alcohol. By observing these changes a fairly good preparation can be made.

#### *Regarding the Pure Food and Drug Law.*

L. D. C. writes: "Will you please give us some information as to the means employed in having a preparation approved under the pure food and drug law. What is the expense of having this done?"

There is no such thing as having a preparation approved under the pure food and drug law. It is simply a question of

complying with the rulings. The phrase "Guaranteed under The Food and Drugs Act" which commonly appears on pharmaceutical packages is simply a means of indicating to the purchaser that the contents conform with the requirements of this law and are so guaranteed. The government does not specifically approve of any product and has nothing to do with any guarantee.

#### *Will Cotton Retain its Power of Absorption?*

The H. D. Co. writes: "Some time ago we received the following advices from a manufacturer of absorbent cotton: 'It is impossible to keep cotton in an absorbent condition because it will in time lose its absorbency, particularly in warm weather.' Our stock of cotton has lost its power of absorption and our complaints to the manufacturer elicited the above reply."

The H. D. Co. are evidently puzzled at this statement. So are we. Granting that absorbent cotton takes up a little moisture from the air after coming from the factory, that is no reason why it should lose its power of absorption. Kept with ordinary care, it should take up liquid without any trouble.

#### *Improving a Dandruff Cure.*

A. S. B.—Hair preparations seem to be causing our readers considerable trouble. This is the second query of the kind which we have received this month.

Salicylic acid .....	2 ounces.
Boric acid .....	2 ounces.
Resorcin .....	1 ounce.
Alcohol .....	
Water, of each sufficient to make.....	1 gallon.

The querist desires to know what he can do to improve it. He also desires to color the preparation light-brown.

Caramel will serve as a coloring agent. Our only criticism is that there is altogether too much resorcin in the formula. Ten to fifteen grains to the pint would be ample.

#### *Hair Tonic Difficulties.*

R. V. A. submits the following query: "I have a hair tonic containing a base of petroleum oil. I have tried to add quinine and cantharides to the preparation, but have not suc-



A CORNER IN A TEXAS PHARMACY.—Some fine fixtures have been installed in the store of J. W. Griffin, Hillsboro, Texas. This view shows only the fountain and cigar case, but suffices to indicate the general character of the equipment.

ceeded in making a satisfactory mixture of these ingredients. Can you help me out of the difficulty?"

Why not substitute castor oil for the mineral base and use an alcoholic menstruum? One might dissolve the quinine and cantharides in chloroform or ether and add this solution to the petroleum oil, but such solvents are objectionable in a hair tonic.

#### *Elixir of Six Bromides.*

C. B. R.—We are not acquainted with the formula of the particular proprietary preparation which you mention. A formula typical of such sedative mixtures is the following:

Potassium bromide .....	640 grains.
Sodium bromide .....	640 grains.
Ammonium bromide .....	384 grains.
Calcium bromide .....	192 grains.
Lithium bromide .....	64 grains.
Iron bromide .....	64 grains.
Compound tincture of cudbear.....	2 fluidrachms.
Simple elixir, enough to make.....	16 fluidounces.

Dissolve by agitation and filter, if necessary.

Each fluidrachm contains 5 grains each of potassium and sodium bromides, 3 grains of ammonium bromide,  $1\frac{1}{2}$  grains of calcium bromide, and 1 grain each of lithium and iron bromides.

#### *For Insulating Wire.*

H. W. M. submits a query which will doubtless prove of interest to many readers. He writes: "Please inform me of a substance which can be made into a paste (after the manner of plaster Paris) to be used for insulating electric wire. It must not crack on exposure to heat and should resemble porcelain if possible."

On referring this query to an expert Detroit electrician, Mr. John Plasko, we received the following advice: Dental plaster Paris and shellac make a very satisfactory combination for the purpose. On being subjected to heat, this mixture gets very hard. It will not crack, however, unless the wire is handled violently.

#### *A Capping Mixture for Bottles.*

F. W. A. H.—Formulas for several capping or sealing mixtures have appeared in the BULLETIN from time to time. We are reprinting one which was originally contributed to the department of "Dollar Ideas" by Crawford T. Ruff, of Montgomery, Ala.:

Melt 8 ounces of white wax over a spirit lamp. For this purpose the wax may be put in any cheap tin or porcelain vessel with a handle. When the wax is melted, add 2 drachms of thick mucilage of tragacanth and 1 ounce of bismuth subnitrate. Stir briskly until a uniform mixture results. The preparation is now ready for use. Dip the necks of stoppered bottles in to the desired depth. The substance will congeal almost immediately. Repeat this operation about three times and you will have a beautiful white cap—firm and yet easily removed. During the capping process the mixture must be stirred and held over the lamp from time to time.

#### *Tasteless Quinine Mixture.*

J. P.—We are not familiar with the composition of the proprietary preparation which you mention. Both chocolate and cocoa have, however, been recommended for masking the taste of quinine. For that purpose one may use a syrup of chocolate made as follows:

Soak 1 ounce of French gelatin in cold water until it has ceased to swell; place it, together with  $\frac{1}{2}$  pound of bitter chocolate and a fluid-ounce of glycerin, in a large evaporating dish, and heat the mixer on a steam bath. As soon as the chocolate has melted, stir well, and add, slowly at first and with constant stirring, sufficient hot simple syrup to make 1 gallon of finished product. Vanilla flavoring may be added if desired, about 2 fluidrachms of vanilla tincture being sufficient for 1 pint of syrup.

#### *Theatrical Cold Cream.*

G. P. P. writes: "Kindly furnish me through your columns a formula for making a good theatrical cold cream, one especially adapted for removing grease paint."

Try this combination:

Spermaceti .....	8 ounces.
White wax .....	24 ounces.
Liquid paraffin .....	128 ounces.
Borax .....	2 ounces.
Water .....	64 ounces.
Perfume as desired.	

Melt the wax on a water-bath, incorporate the spermaceti, and then add the liquid paraffin. Dissolve the borax in the water at  $140^{\circ}$  F. and add it to the melted mixture, place the container in cold water, and stir well until the cream becomes cold. Incorporate the perfume toward the end.

#### *An Incompatible Diarrhea Mixture.*

E. J. R. has had trouble with the following formula:

Tincture of opium.....	1 ounce.
Fluid rhubarb aromatic.....	1 ounce.
Tincture of capsicum.....	1 ounce.
Tincture of peppermint.....	1 ounce.
Spirit of camphor.....	1 ounce.

When mixed, a precipitate is immediately formed. A little camphor also floats on the liquid.

The addition of a little alcohol will undoubtedly overcome the difficulty. The formula is similar to that given in the National Formulary, third edition, which is very satisfactory.

#### *Water in Sweet Spirit of Nitre.*

A. S. B. writes: "In making sweet spirit of nitre from the concentrated article, the manufacturers direct that a certain amount of the latter be diluted with alcohol, 95 per cent. Why? Wouldn't water answer as well as alcohol?"

No. "Water is injurious in this preparation," says the United States Dispensatory, "not merely as a diluent but also as a most efficient promoter of chemical changes."

#### *Making Stronger Ammonia Water from the Ten-per-cent Product.*

A subscriber writes: "How can I make the stronger ammonia water from the ten-per-cent product?" Distil it and catch the gas in cold water. This method may produce a 28-per-cent solution of ammonia. Should you try it, assay the distillate by titration according to the U. S. P. to determine its strength.

#### *Celery Tonic.*

P. M. wants a formula for a celery tonic. We suggest the following elixir:

Fluidextract of celery seed.....	2 fluidounces.
Fluidextract of kola.....	1 fluidounce.
Alcohol .....	2 fluidounces.
Aromatic elixir, enough to make....	16 fluidounces.

#### *Sweeping Powder.*

R. D. Co.—To lay the dust in sweeping the floor, try a mixture of sawdust and petroleum oil. The addition of a slight amount of cresol solution may be advisable. Proprietary mixtures of the kind are usually colored.

#### *Ink Eradicator.*

J. T. W.—A formula for an ink eradicator appeared on page 306 in this department of the BULLETIN for July, 1937.

# BULLETIN OF PHARMACY

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## THE MONTH'S HISTORY.

### THE TWO BIG CONVENTIONS.

The conspicuous events occurring in the drug trade during the last month have been the annual meetings of the A. Ph. A. in Hot Springs and the N. A. R. D. in Atlantic City. The two gatherings were of unusual importance in view of the fact that both associations had planned to organize themselves on a somewhat different basis. Both had reached the evolutionary point where a slight change in character was more or less necessary, but in view of the importance of the subject both decided to wait another year before taking action. The selection of Thos. H. Potts to succeed Thomas V. Wooten as secretary of the N. A. R. D., and of Dr. H. M. Whelpley to succeed S. A. D. Sheppard as treasurer of the A. Ph. A., both permanent

offices in effect, were also occurrences of more than ordinary importance, affecting to a considerable extent the futures of the two organizations. The great feature of the N. A. R. D. meeting was the hottest political fight in the history of the drug trade. We shall not discuss the meetings in this department of the BULLETIN, however, nor have we found it necessary to make any comment in the more formal editorial columns further on, for the reason that our articles on the two conventions, to be found elsewhere in the present issue of the BULLETIN, are themselves in the nature of editorial reviews. In each case we have striven to sum up and to interpret the really vital and important features of the meeting.

* * *

### THE A. PH. A. AND THE LIQUOR QUESTION.

It will be seen from our review of the Hot Springs meeting of the A. Ph. A. that the liquor question was discussed at considerable length. The consensus of opinion was well expressed by the passage of the following resolutions, which place the A. Ph. A. strongly on record with respect to one of the most vital and important issues of the hour:

*Whereas*, a great tidal wave of temperance legislation and reform is sweeping over our own and several foreign lands, and nearly half the entire population of the United States, occupying two-thirds of the geographical area of the country, has already outlawed the saloon in no uncertain manner; and

*Whereas*, a small minority of druggists are taking illegal and dishonorable advantage of the situation to do a general business in the sale of liquor, while non-druggists, seizing upon the opportunity, are employing registered men, opening nominal drug stores, and really conducting saloons under the protecting cloak of pharmacy; and

*Whereas*, this condition of things presents pharmacy with a grave and threatening danger, is already bringing odium and calumny upon the whole profession, and calls for prompt and courageous measures if we are to save the honor and integrity of the calling; therefore be it

*Resolved*, by the members of the American Pharmaceutical Association, that we discountenance the sale of liquor in drug stores for other than legitimate medicinal purposes; that any pharmacist or pseudo-pharmacist who strives to

take advantage of temperance legislation for personal profit is a disgrace to the profession and should be ostracized by it; and that as members of an upright and conscientious calling we should ourselves undertake the discovery and punishment of those within our ranks who bring us all into dishonor. Be it further

*Resolved*, that we call upon the city, county, and State pharmaceutical associations throughout the "dry" sections of the country to coöperate with the local authorities, prove the intention of the drug trade to respect the law, show its determination to tolerate no liquor evils, and assist in exposing and penalizing those druggists who abuse their privileges and who thus drag the name of Pharmacy into the mire of infamy and degradation.

* * *

#### THE N. A. R. D. AND LIQUOR.

The N. A. R. D. also realized the danger presented by the liquor question. The subject was touched upon in a number of the addresses and reports, and action was finally taken in the unanimous passage of the following resolution:

*Resolved*, by the members of the National Association of Retail Druggists, that we discountenance the sale of liquor in drug stores for other than legitimate medicinal purposes;

*Resolved*, that we call upon the city, county, and State pharmaceutical associations throughout the country to do all in their power to assist in the carrying out of the law pertaining to sales of liquors in drug stores, to the full extent of their ability.

Thus the two great national organizations, the A. Ph. A. and the N. A. R. D., have expressed their opinions in no uncertain manner regarding this great and threatening danger to the honor and dignity of pharmacy. Their lead might well be taken by State and local organizations throughout the country.

* * *

#### THE SITUATION IN COLORADO.

The State legislature of Colorado has recently enacted a local option law, and in counties or sections where, under this law, the people vote to eliminate the saloon, druggists will be permitted to sell liquor only on prescription, and the prescription may not be refilled. A firm of attorneys, acting in the interests of the State Pharmaceutical Association, has expressed its opinion that Duffy's Malt Whisky and similar intoxicants would of course be considered in the class of regular liquors in the eyes of the law. It may be expected that the right of Colorado druggists in dry sections to dispense liquor under certain restrictions will increase the number of drug stores somewhat in certain instances. The Colorado pharmacists, having the honor of their profession at stake, will do well to watch the situation very

closely. In the meantime we observe that no fewer than 75 druggists in Denver have been prosecuted for selling liquor on Sunday! These prosecutions, of course, were brought under the old law, and not under the local-option act. Denver has not yet voted on local option and probably would not go "dry" anyway.

* * *

#### SOME GOVERNMENT PROSECUTIONS.

The Federal government has been quite active of late in bringing prosecutions under the food and drugs act. A pamphlet has just reached the BULLETIN office reporting upon five recent judgments. The most interesting for the drug trade was a case where a Cincinnati house was fined \$100 upon a plea of guilty for the interstate shipment of a product branded "Double Extract of Vanilla" which was in fact made from vanillin. The government contended that it was both adulterated and misbranded: adulterated because it was not true vanilla extract but an imitation, colored with a coal-tar dye to make it resemble an extract of vanilla; and misbranded because it was called a vanilla extract when in fact it was a vanillin product. Several other judgments were reported in the same circular. A shipment of cider was declared to be misbranded because the place of manufacture and the name of the manufacturer were wrongly given. The cider was marked "Blue Ribbon Cider, containing 1-10 per cent of sodium benzoate. The O. L. Gregory Vinegar Co., Paducah, Ky." This was an intimation that the product was made by the Gregory people and in Paducah, whereas in point of fact the real manufacturer was a house in Sandusky, Ohio. The use of the words "manufactured for" would have prevented a prosecution; and this case is of interest to the drug trade because the same principle is involved in the sale of non-secrets which, though sold under the label of a druggist, are made for him by a manufacturing house.

* * *

#### OTHER CASES.

Other judgments were rendered in cases involving the sale of "fresh eggs" which in fact were far from fresh, and the sale also of milk adulterated with both water and formaldehyde. Another case was that in which a Washington druggist, J. Roach Abell, was fined \$100 upon a plea of guilty for selling cocaine hydrochloride which failed to bear on the label any statement of the quantity or proportion of the drug represented. The package bore no



label whatever, indeed, which raises the interesting question: "How can you have *misbranding* when there is no branding at all?" It should be explained in this connection, however, that none of these cases settle any legal principle involved in the enforcement of the food and drugs act, inasmuch as in every instance the defendant pleaded guilty and paid the fine without fighting the case. Since the Harper trial manufacturers and distributors apparently fear defeat, and most of them plead guilty at once when moved against, thus saving the expense of litigation.

* * *

#### WHAT A LOCAL ASSO- CIATION CAN DO.

What a strong local association is capable of doing for the welfare of its members has recently been well shown in Chicago. A notable victory has been won over the newspapers with respect to the charge for telephoning in advertisements. Until some months ago there was no charge for using the telephone on newspaper business, but the telephone company, having a franchise before the city council, became angered at this opposition of the dailies and withdrew this favor. One of the newspapers offered to repay to the druggist the cost of sending in a message, which was two and one-half cents. This plan brought out opposition, as the retailers believed they were entitled to the profit granted them by the telephone company. Although this profit is not large in each case, it will amount to thousands of dollars in the course of the year, and the C. R. D. A. took up the matter. The newspapers have finally granted the druggists the right of adding five cents to the cost of each advertisement. This action will add greatly to the retailer's profits in taking ads., as he can hold back the earlier ones and send in a number on one call. In this way he will have the five cents as clear profit most of the time, instead of merely receiving what it costs him to telephone in to the offices of the newspapers. So much of this business has been done for next to nothing heretofore that the change is a pleasant relief.

* * *

#### 'PHONE ACHIEVEMENTS IN CHICAGO.

In this connection we are reminded of what the Chicago Retail Druggists' Association has been able to do for its members during the last few years with reference to the telephone situation. Five years ago, as was recently pointed out in the *Amer-*

*ican Druggist*, the pharmacists of Chicago paid a flat rental of \$205,000 a year for telephones, and allowed the public the free and unlimited use of them. At that time there were 19,000 telephones in the whole of Chicago. Last year the druggists of Chicago received as their share of the telephone tolls, under the slot telephone system, something like \$145,000, while the number of telephone subscribers had increased to 170,000. The relation between these two facts is not difficult to establish. When a man could step across the street to the drug store and have the use of a telephone free of all cost, he naturally hesitated about putting in a telephone in his own house. As soon as the privilege of free and unlimited telephone service was denied him by the installation of slot telephones, he made up his mind to put in a telephone in his own home, where it would cost little more than it would to use the slot telephone, and would at the same time be convenient for receiving as well as for sending calls. The consequence was an increase in the number of telephone subscribers from 19,000 to 170,000, with a proportionate increase in revenue to the telephone companies. The telephone company has, therefore, profited. The retail drug trade has saved \$205,000 a year in rentals and made \$145,000 profit, making a total annual profit of \$350,000, or \$1,750,000 in five years!

* * *

#### THE PATENT MEDICINE LAW IN CANADA.

Considerable interest has been manifested in the United States over the patent medicine bill recently enacted in Canada. This measure represents perhaps the wisest method which has yet been adopted of regulating and controlling the patent-medicine industry. The central feature of the law provides that no patent medicine may be made or sold unless a license has first been procured from the Minister of Inland Revenue. Appended to the bill is a list of about 30 drugs, chief among them being such substances as alcohol, acetanilide, belladonna, chloroform, morphine, opium, strychnine, phenacetine, etc. In order to procure a license the manufacturer must submit specimens of his product to the Minister, together with a statement of the exact content of any of the listed drugs, and a certificate will then be issued by the authorities providing the facts are found to be as stated, and providing also that the dangerous drugs are not considered to be present in excessive quantities and the product is not deemed to be inimical to the interests

of the public health. Products containing cocaine or any of its salts or preparations may not be sold at all, nor will percentages of alcohol be permitted beyond the solvent requirements of the drugs employed. The stock on hand at the time the law was enacted is exempt from its provisions, and exemption certificates or stamps have been supplied by the Minister. Later on, if patent-medicine advertising is found to be in need of regulation, an amendment to the law under this head may be enacted.

* * *

#### OTHER CANADIAN ACTS.

Two or three other laws have recently been enacted in Canada which are of general interest. One was a measure prohibiting the importation, manufacture and sale of opium for other than medicinal purposes. The regulations are to be established by the Department of Customs, and the court may imprison violators of the act for three years or subject them to a penalty not exceeding \$1000. An anti-cigarette act was adopted prohibiting the sale of cigarettes to persons under 18 years of age and providing penalties for those younger than that who may be found with cigarettes or cigarette paper in their possession. The penalty for violating this act must not exceed \$10, and in the case of a second offense must not exceed \$25. Third offenses, however, are punishable to the extent of \$100. A Sunday observance law has also been enacted by the Dominion Parliament, being based upon measures already in force in several provinces. A description of this act was contributed by G. E. Gibbard to the BULLETIN for August, 1907, page 339.

* * *

#### A WORLD CONGRESS ON OPIUM.

The reference in the foregoing paragraph to the new and radical law in Canada regarding the importation and sale of opium reminds us of the important meeting of the International Joint Opium Commission which is to be held next January in Shanghai, China. The movement to restrict the sale of opium and other narcotics is world-wide in extent, and we may depend upon it that it will witness considerable progress during the next few years. Dr. Hamilton Wright, the United States Commissioner to the meeting, has been investigating the narcotic situation in this country and has been visiting several cities with a view to collecting data on the consumption of habit-forming drugs. Read-

ers of the BULLETIN know that laws of one kind and another have been enacted in nearly every State of the Union. In some instances they have proved salutary; in others they have, for one reason or another, been little better than dead letters. Nevertheless, Dr. Wright will be able to carry with him many suggestions regarding the handling of this troublesome problem.

* * *

#### THE A. D. S. MEETING.

The American Druggists' Syndicate held its annual meeting last month during the week before the N. A. R. D. gathered in Atlantic City. Seventeen hundred members were registered, and as many as 3700 people were reported to be in attendance upon some of the entertainments. The meeting was held in the Park Avenue Hotel and lasted four days. No dividends were declared at this as at previous meetings, and the reason given by the management was that the fiscal year will not end yet for two months. Chas. H. Huhn, of Minneapolis, was elected president. Treasurer Luft and Secretary Goddard were chosen to succeed themselves. Various social features were provided, among them being a boat-ride to Oyster Bay. Following the meeting a special train took 122 members to the Atlantic City convention of the N. A. R. D.

* * *

#### THE DEATH OF FRANK A. DAVIDSON.

The death of Frank A. Davidson came as a sudden surprise to his associates in Boston. As the leading spirit in the historic Metcalf Pharmacy on Tremont Street he was mentioned at some length in an illustrated article on the Metcalf business contributed to the BULLETIN three or four months ago. An employee of S. A. D. Sheppard early in life, he afterwards graduated from the Massachusetts College of Pharmacy, and then associated himself with Theodore Metcalf. The Metcalf store, then a famous one, became one of the most prosperous in the country, and what effect upon its future the death of Mr. Davidson will have we are not prepared to say.

* * *

William Bodemann, of Chicago, was made an honorary member of the German Apothecaries' Society of New York at a special meeting held at Allaire's on the evening of September 24. Who shall say the tribute was not well deserved?

## EDITORIAL.

### CLEAN MONEY.

Druggists ought to be interested in the subject of clean money. We do not refer to "clean" in the moral sense in which the muck-rake magazines have dealt with the subject during recent years. Every honest man is awake to the necessity of earning and spending only clean money of this sort, but he is more often than not unaware of the hidden dangers lurking in coins and bills which are *physically* unclean and laden with disease-producing bacteria of many kinds.

The druggist handles every day old and greasy bills which have been many years in circulation, which have been through thousands of hands, which in many instances have been in homes harboring contagious diseases, and which, if subjected to examination by the bacteriologist, would show the presence of thousands upon thousands of living bacteria. Not long since the Director of the Research Laboratory in New York, after a series of microscopic investigations, reported that dirty pennies averaged 26 living bacteria each; dimes averaged 40 living bacteria each; moderately clean bills, 2250 living bacteria each; dirty bills, 73,000 living bacteria each. It would be impossible to know how much disease owes its spread to the circulation of such unclean money.

The remedy? Well, the government realizes the importance of the situation and is already doing what it can to improve matters. The government does not cleanse the dirty money; it does better. Like the old peddler in the story of "Aladdin's Lamp," who went about crying, "New lamps for old!" our Treasury takes back the old bills and gives out new ones. The paper currency redeemed at Washington during the fiscal year 1906 amounted to \$577,445,100.

In addition, it has been proposed that Section 3932 of the Revised Statutes be so amended as to permit holders of worn and defaced United States currency to forward it by registered mail, *without charge*, to the Treasurer of the United States for redemption. It is gratifying to note that the House Committee on Banking and Currency has this matter in charge and is making most painstaking investigation as to the merits of the proposition.

Other remedies have been suggested, such as:

Central stations established by the government in all States to which coins may be sent by all banks to be cleaned and polished. That large corporations and establishments of all kinds shall set up such a plant for themselves; that small banks and the general run of stores shall cause coins to be put into a bath containing any good germicide. That "clean money" clubs and associations should be formed in every town and city, in which members shall agree to wash in soap and water and some germicide the coins they have in possession before spending them. (A weak solution of carbolic acid or peroxide of hydrogen would do: even borax or soda will quickly clean a coin.)

We as a nation are a cleanly people. Our ideas of sanitation are being carried out in a thousand ways. Our public buildings, conveyances, streets and general surroundings are kept fairly clean. We recognize the dangers lurking in sputum, and we legislate against "The White Man's Plague." But we do not legislate against a coin or bill that has been carried on the person of a tuberculous patient even when it is overrun with the microbes of the disease. We have health boards and health journals galore. We read, we talk, we act for sanitary measures, and meanwhile we carry half a million little devils called bacteria in our purses who would just delight in laughing all our precautions to scorn.

### THE BENEFITS OF FRIENDSHIP.

A contributor to a recent issue of the *Midland Druggist* utters some truths which are well worthy of consideration. Modestly signing himself "An Old Druggist," he starts out with the text that "if you want friends you must be friendly," and then proceeds to show the application of his theme to the drug business. His view is that much of the price cutting of the present day is the result of false statements made by purchasers, and a close, friendly understanding between the druggists of a locality would prevent such people from gaining their ends.

It cannot be denied that a firm bond of friendship between druggists will do more than anything else to ameliorate and improve conditions in the business, and this statement applies not only to the cut-rate situation but to the troublesome questions of shorter hours, Sunday closing, and a dozen and one other similar things. Doubtless it is true that in larger cities this ideal is more or less unattainable. There are too many druggists on the one hand, and

on the other price conditions are likely to be disturbed by the larger dealers in the down-town districts. Even then, however, the pharmacists of an immediate neighborhood ought to constitute themselves a social family and meet frequently around the board for the exchange of personal amenities and the settlement of mutual troubles.

In the smaller towns throughout the country, where from 10 to 25 druggists are in business, it is certainly true that these men ought all of them to be members of a common brotherhood. They should hold monthly dinners. Their families should know one another. Communion should be frequent and friendly. Interests of the same nature and business problems of the same character ought to make these men see and feel the necessity of close and constant contact with one another. When a customer comes into one store and claims that a better price has been offered her at another, such cordial relations ought to exist as would make it possible for a druggist to call up his neighbor on the 'phone and at once discover the truth or falsity of the statement.

We regard it as one of the great and lasting benefits of the N. A. R. D. that such a feeling of friendship and coöperation has been largely developed among the druggists of the United States. Previously to the formation and work of the N. A. R. D. every pharmacist was inclined to look upon his competitor as an enemy. Every one subscribed to the ruinous policy of "each man for himself and the devil take the hindmost." Mutual misunderstandings and mutual bickerings were the order of the day. Even yet, although much has been done to improve so unfortunate a situation, much still remains to be done. The ideal of friendship is one which the druggists of every town and every locality should hold before themselves for attainment.

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#### SEVERAL NEW AND INTERESTING DISCOVERIES.

Recent researches by the staff of scientists in the government service at Washington have brought to light a number of novel facts. They will be presented to the public shortly in the form of bulletins. One of these bulletins, it is predicted, will pave the way for new developments in the realm of bacteriology. It has heretofore been supposed that bacteria do not grow at freezing temperatures. That idea has now been exploded. In their study of cold-

storage conditions the government bacteriologists have discovered that germs do thrive and multiply in temperatures below the freezing point, although they are not the identical organisms which abound in the ordinary atmosphere. The cold-storage bacteria, indeed, die upon exposure to normal temperatures—hence the difficulty of finding them and the prevailing ignorance of their existence.

Chickens kept in cold storage will, because of the presence of these bacteria, decompose if allowed to remain long enough. The tissues break down. Cases have been discovered by the government experts where the intestines of chickens have almost been dissolved by the enzymic action of bacteria in spite of the intense and continued cold. The forthcoming bulletin on the subject, soon to be published by the Department of Agriculture, will indicate how long produce may be kept in cold storage without decomposing.

The same group of government bacteriologists have hit upon a method of detecting cold-storage eggs without tasting or smelling them. Even eggs which have been kept not longer than two or three weeks can be immediately "spotted" by these scientific sleuths, and no longer need a suffering public be imposed upon with "fresh" eggs laid eons ago.

In another department of the government service an interesting discovery has been made with reference to certain crude drugs. Any one who has had much to do with crude drugs will recall the prickling sore throat sometimes experienced upon chewing certain roots and barks. Various theories have been advanced to explain the phenomenon, but they have never done so satisfactorily. Only recently has a scientific reason been adduced which solves the problem.

An investigator in the Department of Agriculture has discovered that crystals of calcium oxalate are the mischievous factors. The fine needles are bundled in sacks which burst upon contact with moisture, causing the crystals to shoot forth with considerable force. Under the microscope this action is plainly visible. One can see the sharp crystals of calcium oxalate literally dart out of their sacks. In the human throat the moisture of the saliva suffices to expand the sacks until they burst, causing the crystalline needles to embed themselves in the mucous membrane and setting up an irritating cough. This explanation of a comparatively puzzling phenomenon is a striking example of what microchemistry has accomplished.

## WHAT DID THE A. PH. A. DO?

**The Convention held at Hot Springs, Ark., During the Week Preceding the N. A. R. D. Gathering in Atlantic City—Proposition Made to Have the Two Associations Meet in the Same Place Next Year—Oscar Oldberg the New President—Reorganization Defeated After a Warm Debate—Important Steps Taken to Frame Standards for Unofficial Drugs and Chemicals—Work of the Boards and Colleges—The N. F. Undergoing Revision—Several Papers of Significance—An Editorial Review of the Meeting.**

The American Pharmaceutical Association is more and more getting to be the center and focus of national activity in every branch of pharmacy. Each year its work grows more varied, more comprehensive, more representative, and more beneficent in its influence and possibilities. At the Hot Springs meeting last month an enormous amount and variety of things were accomplished. In addition to what was done in the general sessions and in the five regular sections of the association, there were meetings of the Revision Committee of the National Formulary, the Board of Trustees of the Pharmacopœia, the Conference of Pharmaceutical Faculties, and the National Association of Boards of Pharmacy, while the A. Ph. A. Committee on the Pharmacopœia and that also on Reorganization held special meetings.

### REORGANIZATION PLANS DEFEATED.

The subject of reorganization, indeed, was in a way the chief topic of interest at Hot Springs. At an open meeting of the committee one evening these four propositions were separately indorsed, the first unanimously and the others by narrow majorities: (1) that all the general business of the association, as distinct from the reading of papers and the like in the various sections, be placed entirely in the hands of the Council; (2) that the Council be so enlarged as to make it more representative; (3) that one delegate to the Council be invited from the Pharmaceutical Association of each State where there are 25 members of the A. Ph. A. exclusive of those in local branches; and (4) that the Council elect a Board of Trustees or an Executive Committee of five members to have entire charge of the property and financial affairs of the association.

Subsequently the first proposition was presented to the association for adoption and trial during the coming year, but in the meantime conservatism had gained the upper hand and the motion was voted down by a safe majority after a hot debate lasting over an hour. The conviction became general that a larger council would be an inefficient working body and that the 31 present members were adequate for every practical and representative purpose. It was feared, too, that the proposed executive committee would in time be vested with autocratic powers, to the detriment of the association and the destruction of its democratic nature, and that even the proposed first step, *i.e.*, turning over all general business to the Council, would inevitably pave the way for this condition and would rob the membership at large of its power and authority. Furthermore, the steam-roller methods used by the reorganization committee in presenting and call-

ing for votes on the several propositions aroused much resentment and added to the general fear and uncertainty of the situation. In any event it was felt that a year more of deliberation would not be amiss. The subject may be expected to bob up again at the next meeting.

### ATTITUDE TOWARD THE N. A. R. D.

Mention of reorganization plans calls to mind the suggestion which has emanated from several sources during the last few months that the A. Ph. A. and N. A. R. D. should unite their forces, especially since the N. A. R. D. is now placing emphasis on professional and legislative matters and is gradually getting nearer and nearer to the purpose of the



Oscar Oldberg, the new president.

older organization. This subject furnished a frequent theme for private discussion among the members themselves during the week, and the general sentiment was favorable to the proposition, although it was realized that such an amalgamation, if it took place at all, would naturally be several years in developing. The matter was not broached in any of the official meetings.

Several things were done, however, which ought to convince the N. A. R. D. that the A. Ph. A. is exceedingly friendly to it, contrary to the views held by a few of the N. A. R. D. leaders. In the Commercial Section a general discussion was held on the advantages of membership in the N. A. R. D., and a resolution was finally passed commending the association in handsome terms. The Council adopted a resolution, and this was afterwards ratified unanimously by the association at large, providing for a committee of three on "Relations with the N. A. R. D." to consider "ways and

means whereby each may strengthen the hands of the other," and to discuss the advisability of selecting a joint meeting place for next year. Apart from this special committee a regular delegation of five was sent to Atlantic City from Hot Springs, consisting of H. P. Hynson, Harry B. Mason, C. H. Avery, F. W. Meissner, and W. L. Cliffe. The delegation was instructed to present certain matters of common interest and to assure the N. A. R. D. of the desire of the A. Ph. A. that both bodies should coöperate with one another in every possible manner.

#### A JOINT MEETING NEXT YEAR?

So earnest and sincere in these declarations was the association that in general session it voted down, after a two-hour debate, a recommendation meeting with enthusiastic support that next year's convention be held in Los Angeles. The selection of time and place was finally left to the Council so that the way would be open for the two associations to meet together if the plan proves feasible and desirable. If nothing comes of it, the choice will lie between Los Angeles, Cal., and Cedar Point, Ohio.

#### STANDARDS FOR UNOFFICIAL DRUGS.

Perhaps the most constructive piece of work accomplished at Hot Springs was represented by the passage of the following resolution introduced by Prof. James H. Beal:

##### *Resolved:*

1. There shall be a standing committee of the Council to be known as the Committee on Standards of Non-official Drugs and Chemical Products, consisting of fifteen members elected by the Council, but the members of such committee need not be members of the Council.
2. The first committee shall be constituted as follows: 2 representatives from firms engaged in the manufacture of chemicals, 2 representatives from firms engaged in the manufacture of pharmaceuticals, 2 representatives from firms engaged in the wholesaling of drugs and chemicals, 5 retail druggists, and 4 representatives from the faculties of colleges of pharmacy.
3. The committee shall prepare from existing sources of information a tentative list, subject to revision, correction, and extension by this association, of the principal drugs, chemicals, and medicinal preparations not recognized by the United States Pharmacopœia and the National Formulary, with a suitable system of nomenclature for the same, and shall adopt proper limits of strength and purity therefor.
4. The chairman of said committee shall be designated by the Council, and the committee shall report progress annually.
5. The committee first chosen shall serve for one year, and at the next annual meeting of the Council shall report upon a plan for the permanent organization of the committee, and also upon a plan for the permanent continuance of the work.

There are no legal standards for substances not found in the U. S. P. and the N. F.; food and drug commissioners are practically free to set up any requirements they please, however arbitrary; and Professor Beal had found this situation, after a year's experience as drug inspector of Ohio, to be full of embarrassment and uncertainty, and having large possibilities of injustice in it. It is well that the A. Ph. A., furnishing the majority of the members of the Pharmacopœial Committee of Revision, and being entirely responsible for the N. F., should also take the lead in this direction. The standards for unofficial substances, after being framed by the new committee, will, it is hoped, so commend themselves to the national and State authorities that they will be very generally adopted and will in time therefore have the force of law.

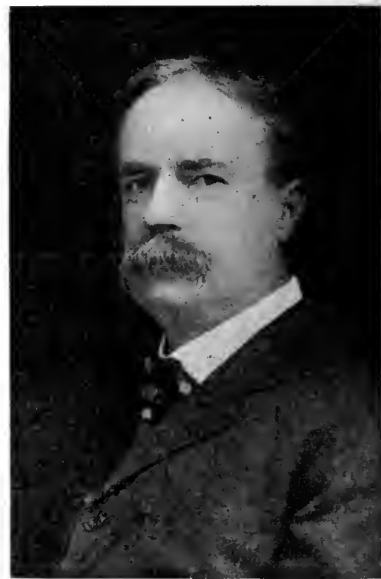
#### PERSONNEL OF THE STANDARDS COMMITTEE.

The committee for the first year comprises: Manufacturing chemists, Thos. P. Cook and Edward Mallinckrodt; manufacturing pharmacists, John M. Francis and C. E.

Vanderkleed; jobbers, George B. Kauffman and M. N. Kline; retail druggists, H. P. Hynson, Geo. M. Beringer, Otto Raubenheimer, J. M. Good, and Leo Eliel; teachers, Richard Fischer, Chas. E. Caspari, W. A. Puckner, and J. A. Koch. The personnel of this committee is certainly admirable, and the possibilities of constructive work are very promising. The chairman of the committee has not yet been selected by the Council.

#### REVISION OF THE NATIONAL FORMULARY.

All of which leads up naturally to a consideration of the excellent work done at Hot Springs by the Committee on the National Formulary. Realizing that the N. F. was sadly in need of thorough overhauling in view of its new importance as a legal standard under the various food and drug acts, the committee met the week before the A. Ph. A. convened under the direction of Chairman C. Lewis Diehl. Thirteen of the fifteen members were present. Every formula in the book was discussed in detail; changes were made



Prof. Joseph P. Remington, elected chairman of the Council.

in many of them; further experimentation was decided upon in some instances; and things which needed clearing up were referred to the various subcommittees for final suggestions. In future editions the metric system of weights and measures will be exclusively employed; there will be a table of alcoholic strengths for use in connection with the labeling clause of the Federal food and drugs act; and the titles and nomenclature of the book will conform to the U. S. P. W. L. Scoville, secretary of the N. F. meeting, reported upon these and other things to the association, and after discussion at two of the general sessions the acts and decisions of the committee were all ratified. That the committee had done excellent work was generally agreed. Incidentally the statement is an interesting one in this connection that the A. Ph. A. has made a profit of about \$13,000 on the N. F. since its publication was begun in 1888.



## COÖPERATION OF THE GOVERNMENT.

A resolution was adopted at the suggestion of the N. F. Committee, requesting the chief chemist of the Department of Agriculture at Washington, as well as the surgeon-generals of the Army, Navy, and Marine Hospital Service, to co-operate with the N. F. committee in the duties of revision and to assist in certain laboratory work. Now that the N. F. and U. S. P. are both national legal standards, it is felt that the government may well assist in the work of perfecting and improving them. So far as the U. S. P. is concerned, indeed, the Marine Hospital Service has already secured an appropriation of \$18,000 to be used in certain work preliminary to the next revision of the book. M. I. Wilbert and Dr. M. G. Motter, both well-known members of the A. Ph. A., have been employed by the Service to do the work, and they will devote their entire time to it under government employ.

## THE A. PH. A. AND THE LIQUOR EVIL.

Three papers were read in different sections at the Hot Springs meeting which aroused an unusual degree of interest and provoked special action on the part of the association at large. The first was a paper entitled "Pharmacy Facing a Crisis," and read by Mr. Mason before the Section on Education and Legislation. The paper pointed out the great danger to the reputation and honor of pharmacy presented by the onward sweep and development of temperance legislation. It is printed in full on other pages of this issue of the BULLETIN, while the resolutions which Mr. Mason presented will be found in our department of "The Month's History." The paper was discussed at considerable length, and the resolutions were adopted with entire unanimity by both the Section and the General Association. At the suggestion of Professor Remington, Mr. Mason was appointed



James H. Beal, from whose constructive brain came the idea for a "Committee on Standards of Unofficial Drugs and Chemicals"—a work of first importance.

chairman of a permanent committee to report annually on the status of temperance legislation and to suggest ways and means of protecting pharmacy from the stigma of the liquor evil. The resolutions were at once "featured" in the local newspapers and were sent out also by the reporters themselves to the national press bureaus. That they did much to set the public straight on the attitude of pharmacists toward liquor selling can scarcely be denied.

## THE NARCOTIC PROBLEM.

Another threatening evil to the drug trade, that involving the illegitimate sale of narcotics, was presented in a paper read before the same section by Mr. Hynson. The author showed that despite the development of anti-narcotic legislation, the importation of coca and cocaine totaled \$1,983,347 during the last five years, whereas during the preceding five



Henry P. Hynson, president-elect of the Conference of Pharmaceutical Faculties.

years it amounted only to \$727,032. The comparative figures for smoking opium were \$6,406,016 as against \$4,889,370; those for medicinal opium \$5,394,279 as against \$4,427,743; and those for morphine \$214,245 as against \$390,366. Morphine, therefore, is the only narcotic in the group on which the importation has decreased.

Mr. Hynson declared, however, that the distribution of these substances in legitimate drug channels had certainly lessened, and that the increased business would have to be discovered in other quarters. It was pointed out in the discussion that barbers, Pullman conductors, street hawkers, and others have been doing an immense volume of illegitimate trade in narcotics since the era of stringent legislation. That the laws have done much to rid pharmacy of such disgraceful traffic is apparent. In order that the importation of narcotics might be kept under accurate observation it was moved at the suggestion of Professor Hallberg to request of the government that every lot of coca and cocaine coming into any port of entry be registered, that records of the sale and distribution of these substances be kept, and that regular reports be made of the facts. This motion was afterwards approved by the General Association.

## DR. RUSBY'S STARTLING STATEMENTS.

The third paper to which we have referred as arousing unusual interest and provoking special action was that by Prof. H. H. Rusby. During the last year Dr. Rusby has served the government as a special examiner of drugs at

the Port of New York. His statement of importation conditions, read before the Scientific Section, was in some respects depressing. He spoke of henbane leaves containing 28 per cent of sand; anise being similarly admixed; lactucarium which was moldy through and through; jambul seeds entirely hollowed out by worms and unfit for use;



F. B. Lillie, president-elect of the National Association of Boards of Pharmacy.

belladonna leaves consisting of 80 per cent of stems; spurious matico; giant spurrey seeds labeled asparagus; henbane in stramonium; stramonium in henbane; Maracaibo bark shipped as cinchona; crude drugs deficient in alkaloidal strength; powdered drugs adulterated with fiber, wheat starch, olive pits, and many other things. When, too, these shipments had been rejected at New York, Dr. Rusby declared that the shippers in many cases had merely withdrawn them and had them quietly entered at some other port where such rigid examinations were not made.

This led Mr. Mayo to offer a resolution calling upon the government to institute at every port of entry such methods as had been proved to be so beneficial in New York. The paper was a strong presentation of the facts in the situation, and it was unfortunate that Dr. Rusby could not be present to read it in person. Samples of adulterations were submitted for inspection, and there was a general realization of the need for continued care and surveillance if the drug market is to be improved through the existence of the food and drugs act.

#### A VALUABLE CONTRIBUTION BY MR. BERINGER.

The one technical paper of the week which promises to prove of the most practical and permanent value to pharmacy was that by Geo. M. Beringer on "Fluidglycerates." Specimens were presented of 30 or 40 fluidextracts which had been made with glycerin as the solvent instead of alcohol. A general formula and method of manipulation were given, and several advantages were claimed over the familiar alcoholic extracts. Assays showed the specimens

to represent the full alkaloidal strength of the drugs. It may be that Mr. Beringer has hit upon a new class of galenicals which will upon further trial and experimentation commend themselves to general use. Incidentally it may be said here that a paper presented by Professor Feil before the Scientific Section on the acetic fluidextracts of the U. S. P. provoked a spirited attack on acettracts in general from several speakers. These products have certainly failed to meet with approval, and the few introduced into the last U. S. P. will doubtless be omitted at the next revision.

#### THE SECTION WORK IN GENERAL.

The work of the five sections of the association was fully up to the usual high standard. The addresses of the several chairmen were first-class, although Chairman Diner, of the Commercial Section, absent through illness, contented himself with sending simply a list of questions for general discussion. In his absence the section business was conducted by A. S. Pease, with the coöperation of Harry B. Mason, the latter being elected chairman for the ensuing year. Topics of keen commercial interest to the retailer were discussed in a manner which made the transactions of the section full of "meat" to the audience. The Section on Practical Pharmacy and Dispensing had as usual a set of papers of great value and helpfulness, and a number of them are presented either in full or in part elsewhere in the present issue of the BULLETIN. A competent observer remarked to the BULLETIN that he thought the papers in the Scientific Section represented



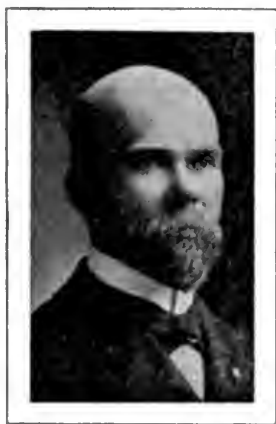
Prof. C. Lewis Diehl, who, as chairman of the Committee on the National Formulary, presided over the four-days' meeting of the Committee at Hot Springs, and who is largely responsible for the thorough and orderly manner in which the work of revision is being done.

the best collection in many years. The Historical Section and the Section on Education and Legislation had many papers of interest and value within their respective jurisdictions. We regret that neither space nor the nature of this editorial review permits us to enter more into the detailed work of the sections. Such things as seem to us of particu-

lar significance have been touched upon in preceding paragraphs.

#### THE BOARDS.

The National Association of Boards of Pharmacy did more important work than ever before. The association is finally getting to the point where it can carry out one of its fundamental purposes, viz., that of attaining interstate reciprocity. After considerable discussion, held at different sessions, it was decided to register candidates on the basis of their certificates in other States, providing a general average of seventy-five per cent has been attained in all branches and



Dr. H. M. Whelpley, chosen treasurer by the Council to succeed S. A. D. Sheppard, who retired from the office after 22 years of service, and whose absence from the meeting was a matter of general regret. Mr. Sheppard was elected Honorary President for the coming year.

a minimum of not less than sixty per cent in any one branch. If we mistake not, something like twenty boards entered into this agreement. Several boards are prevented from reciprocating by the nature of the laws under which they operate. In the meantime a special committee drew up a list of subjects and branches of study which ought to be represented in every examination, and practical dispensing work was included as one of the requirements. Twenty-five boards out of the total membership of thirty-one were represented at Hot Springs. The meetings were all well attended and there was everywhere in evidence a keen desire to get together and do whatever could be done towards the attainment of the objects and purposes of the association. F. B. Lillie was elected president.

The Syllabus Committee represents, in a way, the point of union between the Boards and the Colleges. It is the object of the committee to outline a minimum course of study for colleges of pharmacy, and it is expected, of course, that the boards will also be guided by this syllabus in framing their examinations. Dr. Gregory reported for the Syllabus Committee at Hot Springs. Unfortunately, however, the joint meeting which had been arranged for between the colleges and the boards was poorly attended, due to a general misunderstanding of the time and place of the gathering.

#### THE COLLEGES.

The Conference of Faculties did some good work during the week. President McGill recommended the abolition of

the differential exempting Missouri and certain other Southern States from the preliminary requirement of one year of high-school work. Instead of abolishing it, however, the Conference voted to have the Executive Committee investigate educational conditions throughout the country, and report its views on the subject next year. The Executive Committee will also inquire into the colleges of pharmacy, classify them into groups, and formulate data which will be of assistance to the Conference generally. Incidentally the colleges which are found to conform to the membership requirements of the Conference will be invited to join the organization—unless, of course, they are already members. It was understood at Hot Springs that four colleges applied for admission, and that their applications were held up pending the usual investigation by the Executive Committee.

#### A. PH. A. PROSPERITY.

The A. Ph. A. is every year becoming more prosperous, chiefly because of the gratifying increase of membership. This year 265 new members were elected—a very satisfactory number, even though it did not reach the high-water mark of 350 registered last year. The membership is now something like 2300, whereas it was but 1400 five or six years ago. In order to keep up the good work it was voted, at the suggestion of President Searby, that a comprehensive and systematic campaign be conducted during the coming year by the Committee on Membership, and that proper financial assistance be rendered by the Council.

The report of Treasurer Sheppard was unusually gratifying. For the first time in several years, it appeared, it was no longer necessary to make a reduction of 10 per cent in the stipends of the salaried officers: more than that, indeed, the accumulated arrearages in the salaries of these officers have been paid during the year. Then, too, the income from the life membership fund, amounting to \$494, was not used for current expenses. Despite these facts, the net cash balance exceeds that of a year ago by \$1835, the full amount being \$11,231.20. In the meantime the value of the several funds of the association has been increased during the year by \$3065.42: they now represent a total of \$21,670.47. An increase in the Endowment Fund of \$2237.11 has been registered since the last meeting—not to mention a subscription of \$1000 made by Mr. Sheppard himself and announced at Hot Springs.

#### MR. SHEPPARD GREATLY MISSED.

All of which leads up to the statement that the absence of Treasurer Sheppard from the Hot Springs meeting was a matter of very general and frequently expressed regret. Mr. Sheppard has not been in good health during the last few months. Nothing, however, could have prevented him from attending the meeting save positive orders from his physician. Though absent in the flesh, he was present in spirit, and he would have been pleased to see the enthusiastic vote of appreciation given to a resolution by Professor Remington that the association testify to its high feeling of regard for him and its disappointment that he could not come to the meeting. This resolution was afterwards written on a large sheet of paper and was signed by every one in attendance at the convention. The love which Mr. Sheppard has for the organization was well shown by his contribution of \$1000 to the

Endowment Fund in addition to the various handsome sums which he had previously given. The announcement was greeted with loud applause, and later on, when Mr. Sheppard was elected Honorary President of the Association, the act met with universal approval. Mr. Sheppard announced at the meeting in New York last year that he would retire from the treasurership in 1908, and at the Hot Springs meeting Dr. Henry M. Whelpley was elected to succeed him. The selection of Dr. Whelpley for this important post was a wise one.

#### THE NEW OFFICERS.

Prof. Oscar Oldberg, the new president, was generally considered to be an excellent choice. His serenity, poise, and real ability as a constructive thinker made his election one of universal approval. S. A. D. Sheppard, as already mentioned, was made honorary president. The vice-presidents are Eugene G. Eberle, William Mittelbach, and James H. Beal. General Secretary Caspari was chosen to succeed himself. Treasurer Sheppard was succeeded by Dr. H. M. Whelpley, as already reported. Professor Diehl was again elected reporter on the progress of pharmacy. The new members of the Council are H. P. Hynson, S. A. D. Sheppard, W. M. Searby, and F. W. Meissner. In addition, three sets of nominees were selected to be voted upon *by mail* during the coming year, the officers thus elected to serve in 1909-10. These nominees were:

For president—E. G. Eberle, H. M. Rusby, and A. B. Stevens.  
For first vice-president—C. B. Lowe, F. B. Lillie, and F. B. Schachleier.  
For second vice-president—C. M. Johnson, F. B. Hays, and Murray G. Motter.  
For third vice-president—E. V. Howell, W. B. Day, and J. B. Bond.  
For members of the Council—George M. Beringer, Oscar Oldberg, A. M. Roehrig, Chas. E. Caspari, J. W. England, F. W. R. Perry, William Mittelbach, W. L. DeWoody, and Harry B. Mason.

The new president of the National Association of Boards of Pharmacy is F. B. Lillie, of Oklahoma. The new president of the Conference of Pharmaceutical Faculties is Henry P. Hynson, of Maryland. Prof. Joseph P. Remington was made chairman of the Council and Joseph W. England secretary. The chairmen of the various Sections of the A. Ph. A. are as follows: Scientific, Chas. Vanderkleed; Education and Legislation, Jos. W. England (reëlected); Practical Pharmacy and Dispensing, L. A. Seltzer; Commercial, Harry B. Mason; Historical, Dr. John B. Bond.

#### CONCLUSION.

In the foregoing we have striven in as brief space as possible to give an editorial review of the more important things accomplished at the Hot Springs meeting. We are completing this article in Atlantic City an hour or two before the N. A. R. D. is scheduled to begin its annual convention. Just what will be the achievements of the latter organization remains to be seen, but we shall strive to set them forth in a manner similar to that followed in the present article



A few members of the American Pharmaceutical Association photographed on the porch of "The Eastman," where the sessions were held in Hot Springs.

## WHAT DID THE N. A. R. D. DO?

**It Developed the Hottest Political Contest which the Drug Trade has Ever Witnessed—Dramatic Scenes Over the Election of Officers—W. S. Elkin, Jr., Chosen President; Thos. H. Potts Secretary; and Chas. F. Mann Chairman of the Executive Committee—A Propaganda Department to be Established—"N. A. R. D. Notes" to be Made a Regular Pharmaceutical Journal—Efforts Toward National Legislation to be Continued—A Drug-store 'Phone Bureau Requested in Washington—Reorganization Plans Deferred—A Convention Teeming with Interest and Recording a New Chapter in Pharmaceutical History.**

The Atlantic City meeting of the National Association of Retail Druggists is destined to make one of the most remarkable chapters in the annals of the American drug trade. It was the theater of an engrossing political contest such as pharmacy has never before witnessed. No national conventions of the Republican or Democratic party ever developed a more spirited and determined battle for the control of the organization.

### THE GREAT FIGHT FOR CONTROL OF THE ORGANIZATION.

The fight was over the election of officers for the coming year. There were two tickets in the field: one represented the conservative element which has heretofore always been in the saddle, and the other was a slate framed by members of the American Druggists' Syndicate. The A. D. S. had held its annual meeting in New York City the week before, had brought such of its members as were delegates to the N. A. R. D. down to Atlantic City by special train, and had established quarters in "The Rudolf," half a mile or so down the Boardwalk from the "Royal Palace Hotel," where the N. A. R. D. convention was held. As soon as the A. D. S. people reached Atlantic City they began holding caucuses, agreed on a full list of nominees, and developed such strength that their whole slate was afterwards ratified by the regularly selected Nominating Committee of the Convention by a large majority.

To the conservative element this came as a tremendous surprise and served as a powerful call to arms. From then on until the issue was settled there was little else thought about, and the convention resolved itself into a political arena pure and simple. The "Old Guard" of the association, discovering what turn affairs had taken, immediately pulled their forces together, determined they would retain their control of the organization, and decided upon a list of nominees which was afterwards laid before the convention as a substitute for the committee's report.

### THE ELECTION SCENE.

The issue was thus sharply drawn. The election had been made a special order of business for Thursday afternoon, the final day of the meeting, at four o'clock, despite determined efforts on Thursday morning to push the matter through when the Nominating Committee, through Chairman

Henry Merrit, of Pennsylvania, rendered its report at ten o'clock. When the fateful hour of four approached, the hall became filled to suffocation, and the atmosphere was charged with the spirit of battle and contest. It took exactly three hours and a half of argument, of voting, of jockeying for position, of contest and struggle of one kind and another before the issue was finally determined. When a fifteen-minute recess was taken in order that the State delegations might separately poll their votes in different



W. S. Elkin, Jr., of Atlanta, president-elect.

sections of the hall, a scene of pandemonium was presented which few of the audience will ever witness again. The big room became a seething, shouting, perspiring mass of men, and the din and uproar made intelligent action all but impossible. Contests developed in the Illinois and Pennsylvania delegations which were afterward laid before the convention on appeal. When the smoke of battle finally cleared away, and the convention had registered its vote, it was discovered that the conservatives had won, and the A. D. S. ticket had lost, by a narrow margin of about fourteen votes.

## THE VICTORIOUS OFFICERS.

The elected officers follow:

President, W. S. Elkin, Jr.

First Vice-President, H. B. Guilford.

Second Vice-President, A. O. Zwick.

Third Vice-President, Chas. Coonley.

Secretary, Thomas H. Potts.

Treasurer, John Coleman.

Executive Committee: Charles F. Mann, Edward Williams, Chas. Renner, F. F. Ernst, E. H. Ladish, and G. W. McDuff.

The A. D. S. ticket comprised the following nominees: President, Sydney C. Yeomans; vice-presidents, A. O. Zwick, S. C. Davis, and Geo. D. Case; secretary, W. O. Frailey; treasurer, John W. Coleman; executive committee, Peter Diamond, Chas. Renner, F. F. Ernst, Chas. Coonley, G. W. Stevens, and M. S. Kahn.

There was considerable splitting of votes in some of the State delegations, and thus it happened that not all of the elected candidates won by the same majorities. Mr. Potts, for instance, ran ahead of his ticket by about fifteen votes. Mr. Yeomans, candidate for president on the A. D. S.



H. B. Guilford, of Rochester, first vice-president.

ticket, obtained 128 $\frac{2}{3}$  votes; Mr. Elkin had 142 $\frac{1}{3}$ ; and this average difference was pretty well maintained down through all the candidates—except that Treasurer Coleman and Committeemen Ernst and Renner were on both tickets. It will thus be seen that the fight was close and hot, but nevertheless it is very gratifying to report that it was maintained on a pretty high level of decency. There were a few insinuations on the one hand that the A. D. S. was endeavoring to gain control of the N. A. R. D. for selfish purposes; there were innuendoes on the other hand that the organization had always been under the domination of the jobbers and that the time had come for a change; but after all there was very little of these charges and counter-charges, and the contest was an open one.

## THE APPEALS OF MESSRS. JONES AND WOOTEN.

A determining factor was doubtless the spirited and eloquent appeals made by Mr. Jones and Mr. Wooten. Both of these men, voluntarily retiring from office after a continuous service ever since the organization was created, be-



Thos. H. Potts, of Philadelphia, elected secretary to succeed Thos. V. Wooten after a fierce struggle.

sought the convention not to act hastily and not to elect a set of officers who, with one or two exceptions, had never had any experience in conducting the affairs of the association and who were consequently untried and untrained. The time was a critical one in the affairs of the N. A. R. D., they declared, and it was an occasion when horses should not be swapped in mid-stream. They had nothing to say against the personnel of the A. D. S. ticket, and they indulged in no personalities of any kind whatsoever. They asserted that the candidates on both tickets were men of honesty, integrity, and ability, but they insisted that the choice ought to go where experience had been gained and where nothing radical and uncertain would be attempted. Incidentally Mr. Wooten resented the charge made by Dr. Anderson, the chief orator for the A. D. S. ticket, that the N. A. R. D. had ever been under the influence of the jobbers, and he declared in a voice vibrating with emotion that the officers had always been single-hearted in their devotion to the cause.

Although the contest was a bitter one, and although both factions fought strenuously for every advantage, the struggle ended with what under the circumstances was a gratifying freedom from discord. Speakers on both sides declared that whichever ticket was elected would receive their hearty and undivided support. It is certainly to be hoped that this will prove to be the fact, and that the schism developed at Atlantic City will not become a permanent one. After final adjournment had been taken the opinion was freely expressed in the lobbies that the battle had cleared the atmos-



phere and that, paradoxical as it may sound, the association was never so united in spirit and so determined to make a strong future for itself.

#### FIVE DECISIONS OF IMPORTANCE.

Passing from the election of officers, which was the dramatic event of the convention overshadowing everything else in interest, we may report upon five or six accomplishments of importance looking toward the future work and influence of the association:

##### 1. N. A. R. D. NOTES TO BE ENLARGED.

It was decided to enlarge "N. A. R. D. Notes," solicit advertising for it, and make it a regular pharmaceutical journal. Every dues-paid member of the organization will



Edward Williams, re-elected to the Executive Committee.

become a subscriber, and his dues, now raised to \$5, will put him on the subscription list. Mr. Carr, editor of the "Notes," recommended that subscribers who are not members of the N. A. R. D. should also be made to pay \$5 for the journal, after the plan followed by the *Journal of the American Medical Association*; but decision on this point was finally left to the Executive Committee. A committee of three will be appointed by the President to pass on all advertising before it is accepted for publication in the "Notes."

The proposition to make a regular journal of "Notes" was voted down last year at the Chicago convention after hours and even days of debate, and many of the old wheel-horses of the organization are still not in favor of it. The Executive Committee went on record against it. Men like Muir of New York, Armstrong of New Jersey, Koch of Philadelphia, and Zwick of Ohio took the floor against the proposition, but when the matter came to a final vote it went through without any difficulty. The explanation is to be found in the fact that the revenues of the N. A. R. D. have greatly fallen off during the past year; that the membership has considerably decreased; that the sinews of war for future work are not in sight; and that a "Greater Notes" furnishes about the only hope of a larger income.

Many members doubted, however, that this hope would be realized. They feared that the publication of a regular pharmaceutical journal offered quite as good a chance to lose money as to make it. They declared that a successful weekly could not be conducted without the development of a sufficient editorial and business staff, which would mean considerable expense; and Dr. Muir pointed out that the officers would be responsible for any financial losses that might be incurred. But despite these objections there was a very general disposition to try the plan anyway, since it was about the only scheme in sight which promised adequate revenues. Only the future can tell whether it will work out or not.

##### 2. THE PROPAGANDA BUREAU.

The second accomplishment of a constructive nature achieved at the Atlantic City convention was the decision to create a Propaganda Bureau at the national headquarters for carrying on the N. F. and U. S. P. work. The department will be in charge of a salaried director, and an effort will be made to find a man having the necessary training and executive ability. Twenty per cent of the annual revenue of the association will be devoted to the bureau, and the work will include the preparation of suitable literature of all kinds. A department in "N. A. R. D. Notes" will also be created to assist in propaganda activities.

The showing made by the Propaganda Committee of last year, however, was not particularly encouraging. Chairman Richard H. Lackey reported that only about two per cent of the affiliated associations had called upon the committee for assistance or had purchased any of the form



Chas. F. Mann, chosen to succeed Simon N. Jones as chairman of the Executive Committee.

letters prepared for distribution to physicians. Despite this indifferent showing, though, the N. A. R. D. believed that its future was largely wrapped up in the propaganda work, and it will put forth every determined and systematic effort along this line in the future. On Monday afternoon, preceding the regular opening of the convention on Monday

evening, an open meeting of the Propaganda Committee was held. The audience was a large and interested one. Papers were read by Messrs. Mills, Pritchard, and Koch; remarks were made by Messrs. Barlow, Muir, Finneran, and others, and many practical points were brought out and emphasized.

Contrary to the views of Chairman Lackey, the convention passed a resolution later in the week favoring the continued inclusion in the N. F. and U. S. P. Epitome of proprietary names, although in the opinion of many members this simply makes the work a handbook of substitution. It can scarcely be denied that N. F. and U. S. P. products ought to be made to stand on their own bottom instead of being offered as imitations for standard proprietaries. Any other course will go far to discredit the work and act powerfully as a boomerang.

In this connection it is important to observe that a resolution was passed in favor of a Joint Commission on Propaganda Work to be made up of three members of the N. A. R. D., three members of the A. Ph. A., and three members of the A. M. A. This joint commission is to study ways and means of furthering the popularization of N. F. and U. S. P. products, and the three representatives of the N. A. R. D. are to report conclusions at the next convention. The resolution was introduced by Henry P. Hynson, chairman of the delegation sent by the A. Ph. A. to the Atlantic City meeting, and its adoption argues well for a general coöperation in the future between the two organizations. Incidentally it may be observed in this place that Chairman Hynson, extending the greetings of the A. Ph. A. at the opening session on Monday evening, and expressing the desire of his association to have a meeting of both bodies at the same time and place next year, was received with marked demonstrations of approval.

### 3. THE PROPOSED TELEPHONE BUREAU.

The third accomplishment of importance was the decision to request the American Telephone and Telegraph Company to create a special bureau in Washington to have charge of "Public Telephones in Drug Stores." The purpose of this is to do in every center what has been so well done in Chicago, Denver, Atlanta, New Orleans, and other cities. In these places slot 'phones have been installed, satisfactory commissions have been granted by the telephone people, and druggists have found their instruments to be sources of profit instead of opportunities for expense. The telephone companies have also found the alliance a profitable one for them, and there is consequently no good reason why they should refuse to extend the work and to create the proposed bureau. J. F. MacDonald of Chicago, an employee of the telephone people, has made himself "solid" with the members of the N. A. R. D. for his excellent work along this line, and he will be made director of the bureau if it is established. Having such power as the appointment would give him, he could gradually introduce slot 'phones in the drug stores of practically every city throughout the country.

### 4. NATIONAL LEGISLATION.

It was voted that the N. A. R. D. should continue its systematic efforts in obtaining suitable national legislation and in opposing measures inimical to the drug trade. Support will continue to be given to the patent-reform bill;

an attempt will be made to secure the enactment of the interstate anti-narcotic measure drafted by the N. A. R. D.; determined efforts will be put forth as heretofore to have the Sherman anti-trust law amended; and opposition will be hurled against every scheme on the part of the mail-order houses to pass a parcels-post measure. During the last year or two national legislation has been one of the slogans of the N. A. R. D., and the Atlantic City convention was strongly in favor of having the work continued.

### 5. REORGANIZATION PLANS DEFERRED.

The subject of reorganization had been discussed to a considerable extent prior to the meeting, but, as in the case of the A. Ph. A. at Hot Springs the week before, it was finally voted to take no action at this time and to delay decision for another year. A special committee of five, selected from different sections, will be appointed by the president; the secretary will be an ex-officio member; and this committee will be charged with the duty of devising plans for reorganization and of rendering its report at the meeting next year.

### SEVERAL RESOLUTIONS.

In addition to the proceedings of first importance set forth in the foregoing paragraphs, we may now touch briefly upon a number of resolutions which express the pol-



J. F. Finneran, who, as secretary of the Committee on Resolutions, presented all final resolutions to the convention W. S. Richardson was chairman of the committee.

icies of the organization and which look toward future activities of more or less significance. Resolutions were adopted recommending that bills be introduced in every State making it obligatory for all drug stores to have copies of the latest editions of the U. S. P. and N. F.; declaring that all pure-drug laws should be placed in the hands of State boards of pharmacy for enforcement; taking high ground on the sale of liquor in drug stores; voting that the N. A. R. D. should keep itself free from every commercial entanglement of any sort or nature, whatsoever; supporting any

movement having as its object the curtailment of the mail-order and catalogue houses; providing that the expenses of the Executive Committee, while in attendance at the annual conventions, shall be paid by the association; discountenancing the sale of over-priced proprietaries; supporting any measure designed to improve the status of pharmacists in the Army, Navy, and Marine Hospital Service; continuing the campaign in all States for laws curtailing the operations of itinerant venders of medicine; and declaring that druggists should not counter-prescribe, should not indiscriminately recommend patent medicines to their customers, and should abstain from giving prescription-commissions to physicians.

#### ELIGIBILITY OF OFFICERS.

Of unusual importance was a proposed resolution providing that no man should be eligible to office in the N. A. R. D. who was connected with any corporation or syndicate, and debate on this took up more of the time of the Committee on Resolutions than anything else. Inasmuch as this involved a change in the Constitution which would have to lie over for a year anyway, definite action was postponed until the next convention.

#### THE RETIREMENT OF OFFICERS WOOTEN AND JONES.

Of deep interest throughout the week was the voluntary retirement from office of Mr. Wooten and Mr. Jones. Both had been instrumental in founding the organization ten years ago; both had been in active office ever since; and both had endeared themselves to the druggists of the country. Several times during the week the names of the two men were greeted with tumultuous cheering and applause. On Wednesday evening "The Bodemann Club" presented



Thos. V. Wooten, presented with a handsome silver service on his retirement from the position of secretary after 10 years of service.

Mr. Wooten with a handsome silver service, and the occasion was one long to be remembered. Mr. Wooten was deeply affected by this tribute and could scarcely find words to thank his friends. The nomination of Mr. Potts to succeed Mr. Wooten as secretary met with much enthusiasm, and the final announcement of his election brought forth a demonstration which made the hall shake. Mr. Jones is

succeeded as chairman of the Executive Committee by Chas. F. Mann of Detroit, a pillar of integrity and honor, and one of the most popular men in the association.

#### SESSIONS OF THE W. O. N. A. R. D.

The W. O. N. A. R. D. held interesting sessions throughout the week in the sun parlor of the hotel. Mrs. Wallace, of course, presided, and Mrs. Godding was the secretary. The constitution was considerably modified, chiefly with the



Mrs. W. E. Lee, of Philadelphia, president-elect of the W. O. N. A. R. D.

object of making membership in the organization more definite. Reports were received from all the chapters and were very interesting. The address of Mrs. Wallace as president was an admirable one and was enthusiastically received. Prof. Joseph P. Remington read a paper describing how the W. O. N. A. R. D. could assist in the propaganda work, and later in the week, it may be added. Professor and Mrs. Remington entertained the ladies at their summer home in Longport, nine or ten miles down the beach from Atlantic City. Mrs. W. E. Lee, of Philadelphia, was elected president for the ensuing year, Mrs. J. B. Forbrich, of Chicago, secretary, and Mrs. W. E. Richardson, of Washington, treasurer. Mrs. Godding, who had served the organization as secretary since its creation, was made first vice-president, and Mrs. Wallace, who had similarly been president from the first, was retained on the Executive Board.

#### THE ATTENDANCE AT ATLANTIC CITY.

The N. A. R. D. attendance this year, everything considered, was quite satisfactory. The total registration, including delegates, non-delegates, W. O. N. A. R. D. members, and the wives and daughters of attending druggists, was exactly 997—practically a thousand. The number of voting delegates was 283, although 12 left the convention before the election of officers on Thursday afternoon, and the total vote on that occasion was only 271. The delegates last year at Chicago numbered 353, but it must be remembered that Chicago is a big city and that it had a large local representation.



The Arlington Hotel at Hot Springs, Ark., headquarters of the Association at the meeting held last month.



The business sessions were all held here at "The Eastman," two or three blocks from "The Arlington."



The Government Hospital at Hot Springs for diseased soldiers, sailors, and members of the Marine Hospital Service.



This shows another view of the Government Hospital buildings, with the mountains in the background.



Martin A. Eisele, the local secretary, is photographed standing with Mr. and Mrs. McGinness. Mr. Eisele looked after the entertainment of the members during the week, and provided several interesting features, chief among them being the big smoker in the "Eastman" on Thursday evening.



These men are J. W. Webb of Stuttgart, Ark., A. L. Cheney of Morrisville, Vt., and E. G. Eberhardt of Indianapolis, Ind. This picture, representing men from Indiana, Vermont, and Arkansas, indicates the wide geographical scope and the broad interests of the American Pharmaceutical Association.



Mrs. F. C. Godbold of New Orleans in company with her brother, Harry V. Army of Cleveland.



F. B. Hays of New York, Dr. J. M. Francis of Detroit, and Prof. Charles H. La Wall of Philadelphia.



Miss Jennie Keane of Little Rock, Ark., and Miss Mary A. Fein of Hot Springs. Miss Fein has been the secretary-treasurer of the Arkansas Pharmaceutical Association for several years.



This photograph shows some of the members in attendance upon the annual meeting of the National Association of Boards of Pharmacy, held in conjunction with the A. Ph. A. convention.



This is the Revision Committee of the N. F. Reading from the left, and beginning with the rear row, the gentlemen are Leo Eliel, Charles H. La Wall, George M. Beringer, A. B. Stevens, J. W. England, M. J. Wilbert, W. L. Scoville, C. S. N. Hallberg, C. Lewis Diehl, H. P. Hynson, H. V. Army, H. A. B. Dunning, and L. A. Seltzer.



Here we have a group of presidents of the American Pharmaceutical Association, past and present. Reading from the left, and beginning with the upper row, we have Joseph L. Lemberger, Leo Eliel, Joseph P. Remington, Henry M. Whelpley, James M. Good, James H. Bos, W. M. Searby, Oscar Oldberg, and George F. Payne.

## LIVE QUESTIONS OF THE HOUR.

Portions of the Presidential Address Read Before the N. A. R. D. at the Atlantic City Meeting—  
Attitude of the Organization Toward Pressing Problems.

By THOS. H. POTTS.

### U. S. P. AND N. F. PROPAGANDA.

The N. A. R. D. has been criticized by some poorly informed persons on account of its supposed attitude toward the propaganda for popularizing the standard preparations. One druggist went so far as to assert, in a paper read at a meeting of a State pharmaceutical association, that the N. A. R. D. had abandoned this work. So far is this from being true, the N. A. R. D. recognizes that aside from price protection this is the most important issue now before us.

Your officers have all along realized that while the work was of national importance and should be directed by the National Association, the details of the work would have to be left to the local affiliated organizations to work out for themselves, aided by suggestions and advice from national headquarters, together with such literature and other helps as can be furnished at small cost by the N. A. R. D.

This arrangement has proved satisfactory in the larger cities where the affiliated association has arranged social meetings between the local physicians and themselves with the very best results and have otherwise made good use of their opportunities to get into closer touch with those who are expected to prescribe the standard preparations. In the smaller cities and in the sparsely settled country districts, our organizers took up the work and have accomplished results far beyond our expectations considering the small amount of time they could devote to it.

### TASK A DIFFICULT ONE.

From the beginning your executive officers have realized that they have, in this important issue, a very difficult and laborious task. In the first place we discovered, not a little to our amazement, that many druggists did not possess either the new Pharmacopœia or the new National Formulary. After we had succeeded in persuading them to obtain the proper text-books, we were confronted by other obstacles not so easily overcome—procrastination, indolence, lack of enterprise.

The physicians are in a receptive mood; many of them can easily be educated to use the ethical preparations; and I very much regret to say that this great work—this great reform that means so much for the pharmaceutical profession—is being retarded by the apathy and indifference of retail druggists to their own welfare. The physician is doing his part in bringing about a return to ethical prescribing, as well as could be expected, all things considered, and we earnestly entreat druggists to coöperate with him in again placing pharmacy on an ethical basis.

### THE INTEREST GENERAL.

This propaganda has largely increased the sale of text-books not only to the druggist, but to the physician. Several months ago I was informed by an agent of a large medical book publishing house that in Philadelphia alone he had sold, since the beginning of the propaganda work, 764 copies of the U. S. Dispensatory—more than he had sold in that territory during twenty years prior thereto.

There is no question but what this issue is a vital one to all of us and every member of our affiliated associations is expected to do his duty. The National Association has issued some good general literature on the subject that has been placed in the hands of our people at prices within the reach of all. Additional helps of this character will be provided, and if our fellow druggists fail to take advantage of the opportunities placed in their hands, they have no one to blame but themselves.

### OUR ATTITUDE TOWARD LIQUOR SELLING BY DRUGGISTS.

As yet this subject has not assumed national importance. However, the prohibition wave has swept over our country and is destined, in my opinion, to reach territory as yet untouched. The handling of liquors in drug stores is going to be a very important economic question for the retail druggists of America to answer. Your Executive Committee at its mid-year meeting, last April, went on record as



condemning the sale of liquors by druggists except for strictly medicinal purposes.

It is undoubtedly a great temptation to some druggists to indulge in the sale of liquors in districts that have legally gone dry. It should be borne in mind by these men that in selling liquors as a beverage they lower the standing of their fellow pharmacists, very few of whom violate the law of the land in this or any other particular. I would like to see this convention go on record as severely condemning this unholy traffic as being inimical to the best interests of our profession.

By placing ourselves and our true position before the public, we make preparation to protect the good name of pharmacy against the debasing influence of those who, while pretending to be druggists, are really saloonkeepers in disguise, thus in a sense "stealing the livery of heaven to serve the devil in."

#### PRICE PROTECTION.

While we, as an association, are prevented by the Indianapolis injunction from insisting upon price protection, yet, as individual druggists, we have full liberty to push our demands with all our might. No druggist is compelled to sell an article at cost or below cost, and it does seem a travesty on good business sense for us to handle anything that does not yield a living profit.

The sentiment in favor of a direct contract, serial numbering plan is not dead by any means; but whether or not this plan is to be used by any large number of proprietors is for the individual druggists themselves to determine. If, as a class, druggists insist early and late and always upon this sort of protection, it will be given them; otherwise it never will be. The tendency of the rank and file of druggists to continue to observe all the contracts with proprietors which they have signed, notwithstanding the apathy of some of the manufacturers who formerly used the plan (in a half-hearted way, in some cases, it must be admitted) is very pronounced.

We must never lose sight of the fact that the great amount of work done, the great energy put forth by our national association during the first eight years of its existence in the matter of price protection is not lost. It has left its impression in hundreds of towns and small cities where full retail prices now prevail. And even in the larger cities the live and let live sentiment so long taught by the N. A. R. D. still prevails, with the result that profits are being maintained.

#### TELEPHONES IN DRUG STORES.

It is with great satisfaction I call your attention to the proven financial value at this time of the drug store telephone in contrast with the old system whereby this convenience inevitably imposed on the druggist a heavy loss. The National Telephone Committee will give you some interesting data on this subject, furnishing still another answer to the question, "What has the N. A. R. D. done?"

Last year our telephone committee recommended the desirability of employing a telephone agent for the N. A. R. D. with a view to having the telephones that are located in drug stores made a source of revenue instead of an expense. Owing to the increased importance of this matter from a financial point of view, both to the telephone companies and to druggists, I desire to recommend that all the leading telephone companies of the country be urged by this convention to consider the advisability of creating for themselves special departments on public telephones in drug stores.

It is my belief that if such an arrangement can be effected and some one man is given general supervision over all these departments, the results will be very satisfactory to everybody concerned, the public, the telephone companies, and most important of all, the druggists themselves.

#### SUNDAY AND EARLY CLOSING.

This subject appeals more strongly to the innate sense of justice of the retail druggist as he becomes educated up to a realization that he is, after all, a human being, not a machine, and that his nature requires change of thought and rest, also that he owes something to his family besides mere creature comforts, that he owes them at least a little of his society.

It is undeniable that a great many druggists keep their stores open till a late hour simply because it has always been the custom so to do and not because any pecuniary advantage results therefrom. The same statement applies to Sunday closing in the case of a great majority of stores. I find that in the larger cities there is a growing disposition to close earlier every evening and to close on Sunday afternoons, thus affording the proprietor and his clerks an opportunity to get free occasionally from the cares of the store.

#### WHY SHOULD DRUGGISTS BE SLAVES?

The exceptions are those stores located on great thoroughfares where the Sunday trade is of such

importance as to almost preclude the idea of closing. Yet "where there's a will there's a way," and all that is needed to accustom the patrons of almost any store to buy what they need at seasonable hours is for the proprietor to possess sufficient force of character to act as his own sense of right dictates.

Any druggist can refuse to make a slave of himself and his clerks if he wants to, and there is no necessity for his overworking. On the other hand, there is need of obeying the higher law which asks of a man, "How can you be true to others, when you're not true to yourself? You need a change, be sensible, exercise your God-given right to at least a little liberty." It is my firm conviction that almost any druggist could have this privilege without any serious detriment to his business if he only thought so.

#### THE FUTURE OF THE N. A. R. D.

Take a retrospect of the N. A. R. D. since its inception ten years ago. Contrast the conditions existing then and now, and I feel sure you will agree that while a great deal has been done, a great deal more remains to be accomplished. In a great movement like this, the work is never finished.

The prestige of demonstrating that price protec-

tion is not only feasible but an established fact would alone amply repay us, from a financial point of view, for all we have spent on the National Association. But when we add to this the important issues of profit-paying telephones in drug stores; the propaganda on behalf of U. S. P. and N. F. preparations; the association's legislative work, national and State; the benefits conferred by our official organ, "Notes," in the exposure of swindling concerns whereby our members have saved thousands of dollars; and the many other blessings we have enjoyed and are now enjoying as the result of coöperative effort among druggists, I feel sure you will agree with me that for the paltry sum of \$4 a year our members have received very profitable returns, indeed, upon their investment.

Another very important thing that must not be overlooked is the druggist's fraternal education. If we had not succeeded in accomplishing anything else, this alone would repay us for all our labor and expense. It seems to me that no doubt should exist among our members that all have been greatly benefited by affiliation with the National Association, and the most serious problem we now have to solve is the future policy of the organization.

## THE STATUS OF PHARMACY.

**Portions of the Presidential Address Delivered Last Month at the Hot Springs Meeting of the American Pharmaceutical Association—Factors which Promise a Gradual Improvement of Both Professional and Commercial Conditions.**

**By W. M. SEARBY.**

Complaint is often made that pharmacists are not duly recognized as professional men. Those who make these complaints do not see themselves as others see them. A professional man is a person of culture and attainments, and only such are regarded as professionals. Looking over the great body of pharmacists in the United States, it is doubtful if that view would be entertained of them. The general public do not judge by the few, but by the many, and when they find a body of men endowed with only average culture and attainments they will hardly regard them as professionals. The man whose scholarship is gauged by a grammar-school diploma, and whose scientific attainments are measured by the average State Board of Pharmacy examination, cannot be considered as either a

scholar or a scientist. In general, a person's status represents what he is. He usually receives as much recognition as he is entitled to by reason of what he is, what he knows, and what he does.

Measured by this standard the 50,000 druggists in the United States, as a class, can hardly claim to be professional men, nor will they be so recognized as long as the majority of pharmacy graduates have only a grammar-school preliminary education, followed by a two years' course in a college of pharmacy, while thousands are being registered as licentiates in pharmacy without any college instruction, and still other thousands of drug clerks are confining their scientific studies to a vigorous cramming by teachers who are experts in the art of fooling the State boards. Let us either stop clamoring

for recognition as professional men, or elevate American pharmacy to the dignity of a profession by demanding appropriate scholarship and attainments.

Much as we wish to see the status of pharmacists elevated to that of a profession, we all recognize that this must be a gradual process and necessarily slow. The only difference of opinion among us is as to the way to attain our object. Shall we, seeking to do the greatest good to the greatest number, take into our drug stores, and afterwards into our schools of pharmacy, whatever material is offered, regardless of previous educational deficiencies, or shall we demand of them that they come to us with such preliminary education as is furnished practically free of cost in our secondary schools? The latter course will no doubt reach the smaller number. Which will in the end tend most toward our recognition as a profession? Which will do the most good to the individuals concerned and to the community?

#### PREREQUISITE LAWS.

The passing of State laws requiring candidates for examination for registration as licentiates to present a diploma from a college of pharmacy cannot fail to exert a notable influence upon the status of pharmacists. Up to the present time only three States—New York, Pennsylvania, and Louisiana—have enacted this provision, but the thought is in the air, and it can hardly be doubted that other States will soon follow the example thus set. Ideally the law is a good one, and it is desirable that it should become general as rapidly as circumstances will allow. We have outgrown the apprenticeship system. It was good when carried out under ideal conditions, but those conditions were never general, and do not now exist. Furthermore, at its best, that system was inadequate to the needs of the present time, and drug-store experience now provides scarcely anything in its place. The "apprentice" is left to learn what he can pick up. There is practically no didactic instruction, no obligatory reading, no supervised experimenting.

Hence the systematic instruction of the school of pharmacy has become a necessity. We must, however, recognize that the needed educational opportunities are not yet provided in some States for a prerequisite law, and therefore it would not now be feasible to enact such a law in every State; and even when such laws are enacted, exemption should be provided for those pharmacists of other States who

had been registered before the date of the new law. Nevertheless, it is something to be aimed at until a prerequisite requirement is operative in every State. This would put pharmacy on the same footing in this respect as medicine and dentistry. Every argument that applies to these two professions applies to pharmacy. When all of the graduates of our colleges are fully competent to carry out the tests of the United States Pharmacopœia, as now required by the pure food and drug laws, and when only graduated men can become registered pharmacists, we shall have taken a long step towards securing general recognition as a professional body.

#### PROFESSION—TRADE—ETHICS.

Now, pharmacy is a profession, and there are many engaged in it in this country whose right to be classed as professional men cannot be called in question. Some of these have not had the benefit of high school and classical college courses, but have by study and effort "made good," and attained a degree of culture that entitles them to rank with those whose opportunities were greater. Why, then, if many pharmacists are truly professional men, do the world at large not so recognize them as a body? Because of the other large number who are dragging us down by deficient culture, inferior scientific attainments, and unethical practices. Occupying the dual position of professional men and merchants they have allowed the mercantile instinct to overbalance the professional, and unfortunately, in too many cases, have given prominence to a kind of trade that the public do not respect. The "patent" medicine business, in so far as it is boosted by misrepresentation, deception, or untruthfulness in any way, and in so far as it is a cover for any form of vice or immorality, is now in disfavor, and justly so, not only with the medical profession, but with the intelligent public.

Whether, therefore, we are proprietors or merely distributors of tabooed nostrums, or dealing in vice-producing drugs, we must divorce ourselves from the traffic in them, and disown those who do not live up to honorable ideals. It is my conviction that the status of pharmacists to-day is kept down more by the practice of druggists than by their deficiencies, whatever these may be, in educational and scientific attainment. These latter defects we are rapidly curing. Our colleges are demanding higher entrance requirements and giving more instruction. While they are moving in this direction too slowly to suit some of us, yet they are advancing, and thereby

gradually improving our status. The desire among us is almost, if not quite, universal to improve the quality of our drugs and preparations. All this elevates our standing in the community. But we are sadly hindered in our aspirations for a higher status by the undue prominence given to trade, but particularly to that kind of trade that is not compatible with the highest ethics, and which the public are coming increasingly to condemn.

#### COMMERCIAL PHARMACY.

The battle between pharmacy as a business and as a profession is still being waged with ever-increasing intensity. In recent years commercialism has invaded pharmacy, apparently to the detriment of the latter. Many good pharmacists have found it hard to learn how to conduct their business in accordance with modern methods of trade. A great improvement has been made within the last decade, so that we now find most drug stores well kept and well managed. The old fogies who never take stock, or who do not care about exact bookkeeping, who have little or no system in any of the departments of their business, are rapidly giving way to more progressive men. We still, however, sometimes find a pharmacist who can balance a chemical equation, but cannot construct a balance sheet; who can detect a leak in his distilling apparatus, but cannot see the leaks in his business. Thanks to our pharmaceutical press, and to the attention now paid in our colleges to the business side of pharmacy, these matters are receiving more attention, and better methods are coming into vogue. When once the pharmacist applies to his business affairs the same intelligent supervision that he does to his professional, he soon learns to change his methods and adapt himself to twentieth-century conditions.

I have dwelt at length on the question of the status of pharmacists because I desire the best for pharmacy that can be obtained, but I am even more concerned that our trade interests should be duly conserved and advanced. It matters little what our status is if we cannot make a living. Most pharmacists are men of only small means. Single-handed they are at a disadvantage when competing with firms possessed of large capital. When cut rates prevail, they are the ones who suffer most. This, however, is one of those economic conditions to which we are rapidly adjusting ourselves, except that the large mail-order houses still get immense volumes of business that druggists, especially in the small towns, naturally expect to receive.

#### HOPEFUL CONDITIONS.

The American Pharmaceutical Association has reason to celebrate its fifty-sixth anniversary in a cheery mood, because it has made substantial advances during the past year. Its membership roll is higher than ever before, and gives promise of further growth. Its activities have been greater, benefiting a larger number, as its local branches have brought the pharmacists of new localities more immediately within the sphere of its influence. This beneficent work is in its infancy, for the number of these branches is sure to increase. The cause of pharmacy is to be congratulated on the fact that the desire to obtain better drugs and pharmaceuticals is well-nigh universal in this great land, and that the pure drug laws, now so numerous, are but the enactment into legal statutes of the long-cherished desire that gave birth to this association.

Again, the success of the "get together" movement, wherever it has been seriously tried, encourages the belief that pharmacists and physicians have passed their apogee, and that the perigee of mutual coöperation for mutual good is coming, let us hope, with a comet-like swiftness. And while physicians are breaking away from prescribing proprietaries, druggists are also manifesting a more healthy sentiment on the subject of patent medicines. One movement helps the other. It is true that in certain parts of the West and Middle West some druggists do still permit displays of nostrums in their store windows, thereby giving tacit indorsement to questionable remedies. Yet the tendency is to discourage their sale and to encourage sane medication under medical advice.

These steps towards ethical and social improvement, together with the general indorsement of the "tell-the-truth" policy in regard to labels and advertisements, operating concurrently with the general advance in educational requirements by colleges and boards of pharmacy, and with the increase of prerequisite State laws—these things are all conducing to an elevation of the status of the pharmacist, and will in due time tend to his securing better compensation.

So as I close this address, I ask you to turn your faces toward the rising sun; feast your eyes on visions of a brighter day, towards which we are all working, as we seek to promote true pharmacy by education, by legislation, and by steady, persistent efforts to develop a scientific, practical, and ethical pharmacy.

## PHARMACY FACING A CRISIS.*

**The Tidal Wave of Temperance Legislation is Closing Up Saloons and Driving the Liquor Business into Drug Stores—The Honor and Reputation of the Calling is Threatened, and Prompt and Courageous Measures are Necessary if the Danger is to be Averted.**

**By HARRY B. MASON.**

I do not covet the reputation of an alarmist. I have no desire to be considered a radical. But I am convinced by special observation lasting throughout several years that a great danger to pharmacy is stealing upon us more or less unawares, and that unless we make earnest preparation to meet it manfully and honestly we shall some day awake from our dream of indifference to find our reputations hanging in the balance. These are strong words, but they do not overstate the probabilities. In writing them I have in mind the crisis indirectly presented to pharmacy by the onward success and development of the temperance movement.

### SCOPE AND SUCCESS OF THE TEMPERANCE MOVEMENT.

Do you realize what this movement means—what success it has already attained? Let me give a few eloquent facts:

That Maine and Kansas have long been prohibition States is generally known, and that North Dakota also adopted prohibition some years ago is also matter of common knowledge. During the last year or two, however, Georgia, Oklahoma, Alabama, Mississippi, and North Carolina have in rapid succession joined the ranks, so that eight States are now standing solid for prohibition. But of far more significance is the spread of the local-option movement—and local option, it may be observed in passing, is a more rational method of solving the liquor problem than State prohibition, for it means that only those communities will be "dry" in which public sentiment stands behind the mandate and gives it that support by which only can laws be properly respected and enforced.

Local option has spread itself over the country during the last few years with a sweep which sug-

gests the onward progress of a great tidal wave. Whereas the eight prohibition States contain 10,000,000 or 11,000,000 people, the towns and counties in other States which have outlawed the saloon under local-option laws have a total population of something like 26,000,000 or 28,000,000. Altogether, therefore, nearly half the entire population of the United States is already living in "dry" communities. *Even more surprising is the geographical fact that over two-thirds of the area of the country is now "dry."* The movement has reached its greatest height in the Southern States, where 17,000,000 out of the 20,000,000 people there residing have eliminated the saloon in no uncertain manner.

In 1900 there were 18,000,000 people living in the United States under prohibition laws of one sort or another. The present conditions, therefore, have largely developed since that time, and far from spending itself the tidal wave is steadily gaining power and sweep as it advances. During 1907 three million people abolished the saloon under local-option laws, not to mention the States which enacted prohibition measures. Of the thirty-four legislatures in session last winter, twenty adopted statutes against the liquor traffic, and no fewer than twenty bills were introduced in Congress. That practically every legislature, and Congress as well, will next winter have before it measures of one sort or another seems a certainty.

The mistake must not be made of assuming that this movement is tied up to the skirts of the so-called Prohibition Party and is in any sense dependent upon its successes or failures. It is a great social, moral, economic force which has no organic connection with any political party. Nor is it limited to the United States. We shall get a better idea of its strength and permanence if we realize that it is virtually world-wide in scope and extent. It is making itself felt in England, France, Sweden, Finland, Russia, Switzerland, Belgium, and to a

*Read before the Section of Education and Legislation of the American Pharmaceutical Association, at the meeting held in Hot Springs, Arkansas, September 7-12, 1908.

lesser extent in Germany also. Over our own borders in Canada we find that in Nova Scotia sixteen out of eighteen counties are "dry" under local option; that in New Brunswick all but five counties are "dry;" that Prince Edward Island has extirpated the saloon from end to end; and that temperance has also made much progress in both Ontario and Manitoba.

From these facts it is clear that a great world-force is exerting itself in our Western civilization. That the tide will ebb and flow I have no doubt. That it will alternately recede and advance would be predicted by any careful student of history. Human progress never moves in a straight line: it tacks from right to left like a sail-boat, still advancing slowly but frequently suffering the current of public thought or indifference to carry it down the stream. That, however, this great social and moral power will continue in operation, and that it will have to be reckoned with all over the world in the generations to come, I have no doubt.

#### THE SECRET OF ITS STRENGTH AND PERMANENCE.

And where, it may well be asked, does it draw its strength? From the deepening and widening conviction so well expressed by the United States Supreme Court when it declared that "the public health, the public morals, and the public safety are endangered by the general use of intoxicating liquors," and that "the idleness, disorder, pauperism, and crime existing in this country are largely traceable to this evil." This sums up the issue in a single sentence.

The liquor interests of the country protest that the temperance movement is an attack upon the individual liberty which this country stands for as one of its vital principles. But modern society realizes that its first duty is to protect itself, and that individual liberty must be curbed when it endangers the public liberty and the public welfare. Men as a class and not men as individuals must be the primary and supreme consideration if the greatest good to all is to be achieved, and if the race is to be protected from the cancerous growths which attack its very vitals.

Hence we have boards of health to see that sanitation is observed in the interests of the public health. We have laws against diseased meat, impure milk, and adulterated food and drugs. We have statutes restricting the sale of dangerous narcotics like cocaine, morphine, and opium. We have

in some States limited the sale of gunpowder and dynamite. We have recently undertaken to protect the public from harmful patent medicines. We have enacted city ordinances against expectoration in public places. These and other things we have done from a realization that one of the first needs of society is the obtainment of public health, public morals, and public security. The temperance movement has sprung from the same fundamental consideration. It is part and parcel of a general world-wide movement which, though it may suffer temporary defeats, will not perish from the earth.

Is it doubted that society has adequate reason for its sternness? Is it questioned that general liquor drinking is a great social evil? Careful statistics gathered in Europe over a period of 25 years show that of a total of 30,000 prisoners 41 per cent of them committed their crimes under the influence of alcohol. The inspector of prisons in Switzerland reported 42 per cent of the men as drunkards and 31 per cent of the women. In France the influence of alcoholism on crime is stated to be 59 per cent, while an elaborate investigation made during 1895 in Massachusetts resulted in the discovery that 82 per cent of convicted persons were under the influence of liquor at the time their offenses were committed. Pauperism is equally the result of uncurbed liquor drinking, and the percentage of paupers addicted to the habit has been variously found to range from 50 to 80 per cent. Economic inefficiency is another result quite as marked, but it scarcely lends itself to statement in the form of statistical figures.

How these evils are remedied by outlawing the saloon has been well shown in the United States during the last few years. In the city of Atlanta the courts are doing 50 per cent less business than they were a year or two ago. In the town of Commerce, Georgia, the cases in the municipal court have fallen off 75 per cent. In Brunswick the arrests for disorderly conduct have been reduced 50 to 75 per cent. In Birmingham general crime has been reduced 60 per cent and drunkenness 85 per cent. In Kansas City, Kansas, where the State prohibition law has been enforced during the last two years, bank deposits have increased 35 per cent, 500 new homes have been built, foreclosure suits have become far less numerous, great activity in the building of churches has been experienced, instances of poverty have decreased in number despite the recent industrial depression, and the records show fewer



cases on the court dockets than have been known for years. It has been generally discovered, indeed, that whenever prohibition or local-option laws have had the support of public sentiment, and have consequently been enforced, crime, idleness, and pauperism have been greatly decreased on the one hand, and on the other there has been a great increase in thrift, domestic happiness, religion, and social and economic efficiency.

#### THE WRITER'S ATTITUDE.

Now from what I have written in the foregoing it might perhaps be assumed that I am personally a rabid prohibitionist. Far from it. I have not chosen to write as an advocate. My attitude thus far has simply been that of a reporter and interpreter of facts which tell their own story. I am not a "teetotaler" in personal practice. While I do not care for liquor, I keep it in my house constantly. I sometimes use it for medicinal purposes, and with greater frequency I drink it in moderation under social surroundings. I think none the less of my friends who use liquor so long as they do so with reason. Consumed wisely it is doubtless a harmless stimulant, while at times it is a valued bracer to flagging vital powers. In medicine it fills a place with such success that it perhaps has no adequate substitute.

But whatever you or I may think about liquor drinking is entirely beside the question. This I desire to make clear. I desire it understood that my own personal views in this connection are of no importance or significance whatever. Whether I believe in the temperance movement or not has absolutely no bearing upon the problem. The point is simply this: We are facing a great world-movement. It has been instituted by society for the protection and maintenance of its own interests. It will continue its onward development whether we like it or not, and as pharmacists we are affected in so vital a manner that our future reputation and welfare are largely at stake. Prompt and vigorous measures are necessary if we are to avoid public calumny and disgrace.

#### THE DANGER TO PHARMACY.

Why? For the very simple and apparent reason that a small minority of druggists are willing, nay, eager, to take advantage of the downfall of the saloon and seize upon the business which it is no longer able to continue. In some of the prohibition States, and in most of the "dry" towns and coun-

ties, it is recognized that liquor is a medicinal necessity, and the druggist is consequently given the legal right to dispense it for legitimate purposes. Sometimes a physician's prescription is demanded; in other instances it is provided that the sale must be only for "medicinal, chemical, and sacramental purposes," and strict registration of every sale is required; in still other sections different methods are prescribed, but the fundamental expectation everywhere is that the pharmacist shall observe the spirit of the law and refrain from selling liquor as a beverage.

Now it is unquestionably wise and proper that by some method or other people who need liquor for legitimate purposes should be left with the means of procuring it, and the drug store is the natural and practically the only place to look to in such an emergency. No article in the materia medica is more useful and necessary than liquor, and it would be unfortunate indeed if pharmacists were everywhere denied the legal right of dispensing it. It would be nothing short of a professional disgrace of the most humiliating character if this privilege were to be taken from us through inability on our part to respect it in letter and spirit, and yet this very thing has been done in some States and sections and is threatened in others.

In such a crisis as we are facing pharmacy suffers from two classes of individuals: First from those druggists—and, thank Heaven! they are few in number—who are too avaricious and too grasping to wave the temptation aside, and who with absolute disregard of their own honor and that of their profession seize upon the opportunity to sell as much liquor as possible; and secondly and more especially from those men outside the calling who, unable to conduct saloons, open nominal drug stores, place a registered pharmacist in charge of the front room, and in the rear room run what is practically a saloon in disguise.

"Dry" sections are filled with establishments of the latter kind. Unfortunately the general public does not discriminate between legitimate and illegitimate pharmacies, and the whole calling is accordingly made the object of sneers and slanders of the most humiliating character. The manufacturers of comic post-cards have seized upon the situation, and throughout the "dry" sections of the South, and perhaps in other sections as well, cards have been widely sold during the last year or two bearing the following verse: "Good-bye, little bar-

room; don't you cry; you'll be a drug store by and by."

#### HUMILIATING EXPOSURES.

Not long since I picked up an evening edition of *The Detroit News*, a paper having a large circulation, and found in the most conspicuous position on the front page a sensational article with these headlines: "—— City Stunned by Druggists' Fix. Three of the Town's Best Citizens in Jail for Selling Liquor. All High Lights in Business and Society and 'Royal Good Fellows.' Judge and Prosecutor Bring Long Established Illicit Traffic to a Halt!" And then followed over two columns of illustrated text reporting upon the matter at length, waxing facetious over the plight of the druggists, and conveying the plain intimation that all pharmacists were but saloon-keepers in disguise. The 40,000 subscribers of the *News* in Michigan and near-by States certainly had no very high conception of the dignity and honor of pharmacy when they finished reading that article, especially since they had read similar things before, and were prepared to accept the newspaper's statements and insinuations as well founded in fact.

In my editorial capacity I get newspaper clippings and private reports from all over the country, and I have been appalled at the extent to which the name of pharmacy is being dragged in the dust. All over the United States druggists and pseudo-druggists are being prosecuted, and in some instances jailed, for the illegitimate sale of liquor. Whenever these things happen they are given the widest sort of local publicity, and editorials are written moralizing upon the situation. Here are 15 druggists in one county of my own State, Michigan, subjected to imprisonment. Out in Missouri one druggist is fined \$1800 on 18 counts. A New Hampshire pharmacist is fined \$100 and sentenced to sixty days in jail. Several Nebraska druggists are fined \$300 each. Four Georgia druggists are similarly treated. Out in Kansas, where the prohibition law has been enforced with considerable severity for the last two years, the Secretary of the State Board of Health reports after a recent investigation that a considerable number of drug stores are nothing but saloons in disguise, and he has declared his intention of getting after them with a sharp stick. And so it goes. Evidence might be piled on evidence. But what's the use? The situation is clear, and it demands prompt and systematic

measures if we are to save ourselves from general and wide-spread disgrace.

To those who have studied the temperance movement, who realize that it represents no temporary spasm of public virtue, who understand that it is a great world-force which will continue to exert itself with ever-increasing power even though it suffers occasional setbacks, it is apparent that society will not tolerate the practical nullification of its purposes by those pharmacists or pseudo-pharmacists who abuse their privileges and sell liquor as a beverage shamefully and without moral restraint. With increasing rigidity society will punish offending druggists for their shortcomings, or deny them the sale of liquor altogether if no more rational method proves effective, and subject them and other druggists as well to the sin and shame of the public pillory. This is inevitable. Shall we leave the question in the hands of society to settle, and thus all of us stand condemned alike, or shall we as a calling undertake the reform and the punishment of our own criminals and thus prove our rectitude and honor as a profession?

#### REMEDIES.

The answer to this question need scarcely be given. What, then, shall be done? How shall we save the reputation of pharmacy and preserve the pharmacist's right to dispense liquors for legitimate purposes?

In the first place, the problem is an individual problem. Every pharmacist in the land ought to see his duty, and ought to discharge it faithfully. Every one should realize that he rests under the most solemn and serious obligation to himself and his profession. He should take counsel of his heart and judgment and follow loyally the path of honor clearly laid out for him.

But there are a few, a very few, to whom such an appeal will prove barren of results, and there are others who, not pharmacists at all, but simply conducting nominal drug stores in order to do a general liquor business, can scarcely be expected to have any regard for the welfare of the calling. How to reach them is no easy matter. I present no plan with the positive conviction that it will solve the problem.

It is certainly a time, however, when the pharmacists in every "dry" community should hasten to put themselves on the side of law and order. They should ally themselves with the local authorities,

make it clear that they desire to respect the law in both letter and spirit, and assist in exposing and punishing those within their own ranks who threaten to bring them all into dishonor. Only by taking the bull by the horns can he be controlled. No considerations of sentiment or indifference should prevent pharmacists from seeing their plain duty and discharging it.

#### WHAT THE ASSOCIATIONS CAN DO.

This great association, the N. A. R. D., and the hundreds of State and local pharmaceutical societies throughout the country can do much. Every county or city association in "dry" territory might well make the matter a local issue, take control of the situation, outline a policy, eject members who violate the law, coöperate with the legal authorities, and convince the public, the newspapers, and the officers of the law that pharmacy is a dignified and honorable occupation which will tolerate no liquor abuses. This, as I see it, would prove the most effective method of remedying the evil and averting the crisis.

The State associations, too, can do much to develop sentiment among pharmacists and to decide upon ways and means of handling a situation which will prove more and more troublesome as the years roll on. I am glad to see that several of the State bodies, awake to the danger, have earnestly discussed the question at their annual meetings this year and in a few instances have acted definitely either in the passage of resolutions or in deciding to attempt the enactment of rigid liquor laws. The State associations should give the subject their best thought and most earnest effort during the next few years.

#### THE N. A. R. D. AND THE A. PH. A.

The Executive Committee of the N. A. R. D., holding its mid-year session in Chicago last winter, debated the topic at some length and finally passed the following resolution:

*Resolved*, That it is the sense of the Executive Committee that the National Association of Retail Druggists is opposed to the illegitimate sale of intoxicating liquors, the committee believing the vending of liquors by druggists should be restricted to medicinal necessities;

*Resolved*, That the secretary be instructed to give this action of the committee the widest publicity.

This resolution is rather tame in character and is not likely to have any marked effect. It is earnestly to be hoped that the N. A. R. D., at the coming

meeting in Atlantic City, will have a fuller realization of the danger, will sound the call of duty in no uncertain manner, and will ask the affiliated associations throughout the country to take a firm grasp of the situation. The N. A. R. D. has the machinery and the organization for carrying out its purposes, and it might well make the liquor question one of its leading issues during the next few years. Nothing that it could do would mean more for the permanent welfare of pharmacy.

The American Pharmaceutical Association, always a leader in pharmaceutical thought, always with a far-sighted eye initiating moral, legislative, and educational reforms, ought to take action in this as in other things. I shall ask the privilege at the present session of introducing resolutions which, perhaps with amendments looking toward their perfection, will, I trust, be passed by unanimous vote. But something more than resolutions is required. To "resolute" and then rest with a sense of duty performed is about as futile as Mrs. Partington's attempt to push back the ocean with a mop.

#### LEGISLATIVE MEASURES.

As for legislative measures, I must confess that I can suggest no type of bill with the belief that it will infallibly remedy the situation. The subject is involved. It is complex. Doubtless some experimentation will be necessary. The Massachusetts plan, adopted also in one or two other States, and utilized in several States with respect to the narcotic evil, has many advocates. As is doubtless well known, it involves giving the board of pharmacy power to suspend or revoke the registration certificate of any pharmacist convicted in court of violating the law. In Massachusetts the Board is practically invested with the power of granting liquor licenses to pharmacists in the first place and denying them to those who have been found unfit to have them. In some States the plan is followed of restricting the sale of liquor by pharmacists to "medicinal, chemical, and sacramental purposes," and providing that every sale shall be registered and the registration books kept open to inspection by officers of the law. In other sections the sale is restricted to physicians' prescriptions.

Still other methods have been adopted here and there. I do not now propose to discuss them. I have already written too much, I fear. Each type of bill has its advantages and its disadvantages, and we shall have to feel our way in inaugurating legis-

lative reforms of the liquor question in pharmacy, realizing that only by experiment and trial can we hope to hit upon the best means of controlling the evil. What I most want to do at this time is to breed the conviction that we shall need to give the subject our best thought and that we must ourselves take the initiative in handling the situation by legislative as by other means. Only thus can we head off legislative attacks from outside interests. Only thus can we convince the legislatures and the public that we have no wish to be general liquor sellers, that we desire only to dispense the substance for legitimate medicinal purposes, that we are anxious to punish those within the ranks who bring discredit upon us all, and that we are members of an occupation who respect our calling and desire above all things to preserve its honor and dignity.

If the worst comes to the worst, it may be necessary in some "dry" sections to eliminate the sale of liquor entirely in drug stores. This very step was earnestly counseled by several members of the Con-

necticut and Iowa Pharmaceutical Associations at this year's meetings a few months ago. The chain of temperance reform may possibly prove too weak if a single link is defective. Such a discovery would mean a humiliating defeat for pharmacists, but if it is made, and if liquor and the drug store must be absolutely and definitely divorced, then I say with conviction that pharmacists should again take the initiative themselves, counsel such a law, stand sponsor for it, and get public credit for defending their professional integrity.

#### CONCLUSION.

The whole sum and substance of my plea is that pharmacists should realize the danger which confronts them, understand that it points to the necessity of prompt and vigorous measures, that it is clearly their duty to take absolute control of the situation as it affects their own calling, and that only by such methods can they avoid public disgrace and dishonor besmirching the entire profession and dragging its standards in the dust.

## USEFUL FORMULAS AND SUGGESTIONS.

**Abstracts of Several Papers Read Last Month before the Section of Practical Pharmacy and Dispensing of the American Pharmaceutical Association—Notes on Official and Unofficial Products—New Wrinkles in Manufacturing Processes.**

[NOTE BY THE EDITOR.—The Section on Practical Pharmacy and Dispensing of the A. Ph. A. held two most interesting sessions at the Hot Springs meeting. Papers were read abounding in practical suggestions, and they provoked discussions even more fruitful and suggestive. We are presenting herewith some of the material liberated on that occasion.]

#### TINCTURE OF IODINE.

F. W. Nitardy, of Chicago, observed that, since tincture of iodine represents a nearly saturated solution of iodine and potassium iodide in alcohol, complete solution takes place rather slowly, requiring several days under proper attendance. It is well known that iodine is very soluble in a saturated solution of potassium iodide in water. In view of this fact it was believed by Mr. Nitardy the following modified formula represented an improvement over the present official one:

Iodine .....	70 Gm.
Potassium iodide .....	50 Gm.
Water .....	35 Cc.
Alcohol, a sufficient quantity to make .....	1000 Cc.

Introduce the iodine, potassium iodide, and water into a graduated flask or bottle, shake until completely dissolved, and add sufficient alcohol to make the finished tincture measure 1000 Cc.

As alcohol is not the active constituent of this preparation, its value is in no way reduced by the introduction of  $3\frac{1}{2}$  per cent of water; while the saving of time is considerable, since only a few minutes are required for the preparation of tincture of iodine by this method.

#### COMPOUND SYRUP OF SQUILL.

William Mittelbach, of Boonville, Mo., remarked that the official directions in making this syrup wind up as follows: "Strain the syrup, and add water enough through the strainer to make the required amount." Mr. Mittelbach said he had always found it rather a slow process to dissolve all the sugar, especially when making a small quantity. By reversing the finishing steps in the procedure, adding the requisite amount of water for the quantity wanted, and then straining, he finds that the

process is shortened, and he believes a more stable syrup is obtained. The little loss of sugar hanging to the strainer does not materially affect the preparation, and none of the foam and other inert matter hanging to the strainer is washed into the syrup. The author also thought that several of the other official syrups are likewise improved if manipulated this way.

#### OINTMENT OF ROSE WATER.

Val. Schmidt, of San Francisco, thought the formula of ung. aq. rosæ, U. S. P., was a good one, and that it answered nearly all pharmaceutical requirements. There were, however, in his opinion, several objections to it, to wit: its cost and its instability, especially its instability in hot weather. Pure oil of sweet almonds is scarce and expensive, costing from 65 to 75 cents per pound, which is an inducement to an elastic conscience to substitute oil of peach kernel or some less costly vegetable oil still more objectionable. The danger of using a rancid ointment in a prescription is too well known to be repeated, but such an ointment is likely to be employed when cold cream made with a vegetable oil is kept in stock any length of time. The author therefore suggested as a substitute for oil of sweet almonds the *pure white* Russian mineral oil, and for rose water, distilled water and otto of roses.

The following formula has been in use for a number of years in his business and has given perfect satisfaction, pharmaceutically as well as commercially. The author has found, however, that the quality of the ointment depends largely upon the *modus operandi*:

White wax, spermaceti (of each  $5\frac{1}{2}$  ounces); Russian mineral oil, pure white (30 ounces, troy); distilled water (12 fluidounces); pure borax ( $2\frac{1}{2}$  drachms); otto of roses (30 drops).

Melt the wax and spermaceti over a slow fire in a large porcelain evaporating dish; tare, and weigh the oil into it; then apply a gentle heat until clear. Dissolve the borax in the distilled water, previously heated to  $150^{\circ}$  F.; allow the wax, spermaceti and oil to cool to about the same temperature; add the solution of borax *all at once* and stir briskly for a few minutes, then add the otto of roses, continuing the stirring until cool.

When thus prepared the product is a snow-white, elastic, creamy-looking ointment, which will keep almost indefinitely, and costing about 18 cents a pound. This cream may be poured into suitable containers while still quite warm without impairing its texture.

#### COMPOUND SOLUTION OF SODIUM PHOSPHATE, U. S. P.

H. G. Posey, of New Orleans, expressed the belief that this preparation, as made by the official formula, is so notoriously unstable, and has proved to be so unreliable and disappointing, that an improvement is imperative. Samples from the stocks of several different stores proved to have all crystallized more or less, or to have developed a peculiar fungous growth, which made the preparation not only unfit for use, but nauseating to the senses.

The recommendation of a previous Committee on Practical Pharmacy and Dispensing, namely, that dried sodium phosphate might solve the difficulty, led the writer to try the dried salt, by using an equivalent quantity ( $522.50 \text{ Na}_2\text{H}_3\text{PO}_4 + \text{H}_2\text{O}$ ) in place of the 1000 Gm. of ordinary crystallized or granulated di-sodium orthophosphate ( $\text{Na}_2\text{H}_3\text{PO}_4 + 12\text{H}_2\text{O}$ ), and making up the volume with water. No material difference in the two preparations became apparent, however, and as the dried salt is relatively more expensive, its use can in no way become advantageous.

In view of these considerations, it was recommended that the quantity of citric acid be increased to 260 Gm., that solution of both the salts and the acid be effected by the aid of a water-bath instead of continued trituration in a mortar, as directed by the Pharmacopœia, and that the resultant product be filtered while yet hot. The author declared that this method produced a beautiful, clear liquid, which will compare favorably with the many sodium phosphate solutions now on the market, and would be a credit instead of a discredit to the Pharmacopœia.

#### NOTES ON SEVERAL NEW ELIXIRS.

Inasmuch as revisions of the U. S. P. and N. F. are assured within the next few years, Franklin M. Apple, Ph.G., of Philadelphia, thought it an opportune moment to offer formulas for several new elixirs, which proved satisfactory in every respect. Attention has been called by some writers, he said, to the similarity of flavor of the official elixirs; also to the high alcoholic strength of aromatic elixir, which has been the cause for severe condemnation of this product. Hence it has been his aim to originate several elixirs with distinctive flavors and representing a reduction of alcoholic strength.

The results of repeated experiments were offered for consideration:

## SWEET ELIXIR.

Anethol .....	12 minims.
Oil of coriander .....	1½ minims.
Oil of myristica .....	2 minims.
Tincture of vanilla (U. S. P.)	.1 fluidrachm.
Alcohol .....	6½ fluidounces.
Simple syrup,	
Distilled water, of each a sufficient	
quantity to make.....	32 fluidounces.
Purified talc .....	1 ounce.

Prepare according to the directions given for the preparation of the U. S. P. aromatic elixir.

## COMPOUND ELIXIR OF ORANGE FLOWERS.

Oil of cinnamon (U. S. P.).....	6 minims.
Alcohol,	
Stronger orange-flower water,	
of each .....	6 fluidounces.
Simple syrup .....	12 fluidounces.
Distilled water .....	8 fluidounces.
Purified talc .....	1 ounce.

Prepare according to the directions given for the preparation of the U. S. P. aromatic elixir.

After a critical comparison of the sweet elixir with the U. S. P. aromatic elixir, every physician in Mr. Apple's vicinity expressed a preference for the former. The use of orange as a flavoring oil or essence is quite limited, indeed; and the name of the official preparation leads one to expect a more agreeably aromatic product. Upon preparing the official adjuvant elixir with sweet elixir, the vast superiority of the latter over aromatic elixir as a base will be immediately noticed. The blending of the odors, moreover, is so balanced that it creates an inquiry as to what it is composed of, which produces a very desirable mental effect upon patients.

## RED SWEET ELIXIR.

Tincture of cudbear (N. F.)..	6 fluidrachms.
Compound tincture of cud-	
bear (N. F.).....	2 fluidrachms.
Sweet elixir, a sufficient quan-	
tity to make.....	16 fluidounces.

Mix. Allow to stand for 48 hours, if possible, and filter.

Incidentally Mr. Apple called attention to the fact that when tincture of cudbear and tincture of cudbear compound are mixed in the above proportions, a very beautiful red color results upon dilution thereof—one free from the purplish tint of the dilutions of tincture of cudbear, and free also from the brownish tint of the dilutions of tincture of cudbear compound.

The relatively low cost of these elixirs is another factor in their favor.

## SEVERAL USEFUL FORMULAS.

W. C. Kirchgessner, of Grand Rapids, Michigan, contributed a number of formulas, the first of which was one for

## ELIXIR OF VERONAL.

Diethylbarbituric acid .....	18 Gm.
Compound tincture of vanillin (N. F.)	.16 Cc.
Alcohol .....	175 Cc.
Glycerin, a sufficient quantity to make	500 Cc.

Dissolve the diethylbarbituric acid in the alcohol, add the compound tincture of vanillin, and enough glycerin to make 500 Cc.

Mr. Kirchgessner's second formula was one for

## SOLUTION OF IRON, MANGANESE, AND PEPSIN.

Iron and ammonium citrate.....	30 Gm.
Manganese sulphate .....	3 Gm.
Glycerole of pepsin (1-10).....	30 Cc.
Alcohol .....	100 Cc.
Simple syrup .....	100 Cc.
Tincture of orange .....	4 Cc.
Tincture of vanilla .....	4 Cc.
Aromatic fluidextract .....	2 Cc.
Acetic ether .....	0.5 Cc.
Ammonia water, a sufficient quantity.	
Distilled water, a sufficient quantity to	
make .....	1000 Cc.

Dissolve the iron and ammonium citrate, and the manganese sulphate, in 500 Cc. of distilled water, add the glycerole of pepsin and a sufficient quantity of ammonia water to neutralize, thus making a clear solution. Mix the alcohol, simple syrup, tincture of orange, tincture of vanilla, aromatic fluidextract, and acetic ether. Add to the first solution, then use a sufficient quantity of distilled water to make 1000 Cc. Filter if necessary.

Mr. Kirchgessner's third formula follows:

## ELIXIR HEXAMETHYLENAMINE COMPOUND.

Saw palmetto berries, granulated...	125 Gm.
Corn silk, ground .....	125 Gm.
Sandalwood, ground .....	31.25 Gm.
Hexamethylenamine .....	41 Gm.
Simple syrup .....	125 Cc.
Compound spirit of orange (U. S. P.)	.10 Cc.
Alcohol,	
Distilled water, of each, a sufficient	
quantity to make .....	500 Cc.

Mix the drugs and moisten them with 8 fluidounces of a mixture of alcohol 1 part and water 2 parts; and allow to macerate for 48 hours. Pack in a percolator; then add enough menstruum of the same proportions as aforementioned to make 360 Cc. of percolate. In this dissolve the hexamethylenamine, then add the compound spirit of orange and simple syrup. Filter if necessary.



## SYRUPS OF THE U. S. P.*

Suggestions for Their Preparation Developing from the Author's Experience in Preparing Check Specimens for the Official Revision Committee—A Paper of Uncommon Value and Interest.

By E. FULLERTON COOK, P.D.

Syrups are usually defined as solutions of sugar, mostly flavored or medicated, which are particularly valuable because they are relatively permanent preparations, due to the preservative action of sugar, but one of the annoyances which confront the pharmacist, and often render the syrup unfit for use, is the development of what is commonly called

### "MOLD GROWTHS"

due to the presence of microscopic organisms. Two classes are usually found—the surface growth, or aerobic variety, having a black or dark-green color and belonging to the group of *Mucors*; the other an organism developing in the liquid, below the surface, commonly of the group of *Penicillium*, resembling a mass of light-colored threads. Frequently both of these varieties will be found in the same preparation.

Some syrups are especially susceptible to such growths, apparently furnishing the best culture media for their development; this is especially true of syrups containing hypophosphites or citric acid; yet most syrups are more or less subject to such deterioration, and it is one of the most important to eliminate. The addition of preservatives, such as sodium benzoate or a salicylate, would probably overcome this annoyance at once, but these are objectionable for legal reasons if for no other.

Discontinuous sterilization (sterilization of the same sample on several successive days) of the finished syrup, and its preservation in special bottles, stopped with cotton, and from which the syrup may be drawn through an orifice at the bottom of the bottle, has been suggested, but while the process will destroy the organism, it possesses disadvantages which in most cases make it impracticable. Syrups of delicate flavor or those containing volatile acid, such as orange, orange flowers, and wild cherry, would be injured by the heat, while the sugar would

be caramelized and the syrup darkened, especially if sterilization under pressure is the process employed.

### THE PRACTICAL REMEDY.

The practical remedy, therefore, seems to be to prepare the syrup in such a manner that no mold organisms are present, because the necessary care and precautions in making it have been taken; this is far better than to attempt to destroy the microorganisms and the undeveloped spores after the syrup has been inoculated with them. It is the same problem which the surgeon faced—although in his case a much more difficult one—when he learned that it was simpler to operate under aseptic conditions, with the germ life practically eliminated, than to destroy the germ after the wound had been infected.

By working, therefore, under conditions as free as possible from the presence of mold organisms the best results can be obtained. Most "tap" water will show the presence of microorganisms, if a sample be incubated for a few hours in a suitable culture medium, and such water, if used in making syrups or even used in washing the bottles and utensils, will at once introduce the growth.

Even though a syrup be made by the hot process, and boiled vigorously for a few minutes, the spore of the organism will not be destroyed, because the spore is capable of far greater resistance to the action of heat than is the developed organism, and in fact the first heating may but start the growth of the spore, and to insure the destruction of the organism will require a second or third heating, at a boiling temperature, of from ten to thirty minutes each time, on as many successive days.

### WHAT WATER SHOULD BE USED?

However, if the water to be used in the making of the syrup and in the rinsing of the bottles and utensils be so treated and preserved that this organism is eliminated, the bottles rinsed thoroughly with such water, all ingredients entering the syrup care-

*Read before the Section on Practical Pharmacy and Dispensing of the A. Ph. A., at the meeting held at Hot Springs, Ark., September 7-12, 1908.

fully selected and protected from dust, and if the operator observes personal cleanliness and sees that the laboratory and utensils are also clean and free from dust, then most of the annoyances from the presence of growths in syrups and other pharmaceutical preparations will be overcome.

How to obtain water free from this objection is the next problem. The Pharmacopœia does not direct that distilled water be used, and even this would not be free from the presence of microorganisms unless it had been very carefully protected from atmospheric contamination. Besides, it is a well-known fact that when a distilled water becomes inoculated with an organism the development of new colonies is much more rapid than in ordinary water. Water passed through a well-made, porous-stone filter, like the Pasteur or Berkefeld, has repeatedly shown an entire elimination of the mold growths, and such water would in most cases be suitable. The experiments on the heating of water to boiling for ten minutes or longer each day, on three successive days, in order to kill both the developed organism and the undeveloped spore, have not been completed, but it is doubtful if a boiling temperature will be sufficient in this case, since such a temperature is only sufficient to kill the developed spore, and as there is no food present in the water, the undeveloped spore, even under the stimulation of heat, may remain undeveloped until a suitable medium is present.

#### THE QUALITY OF THE SUGAR.

The quality of the sugar is an important consideration in the making of this class of preparations. By noting the results described under "Simple Syrup" it may be seen that the inferiority of certain syrups may be traceable to the sugar. It is almost the universal custom to send to a near-by grocery for the sugar needed in the pharmacy. Such sugar is usually dirty, from the presence of chips of wood from the lid, paper, etc., or it is damp, or has been optically whitened by the addition of ultramarine and been exposed to the best possible conditions for contamination with mold growths. Such sugar is wholly unfitted for the making of pharmaceutical preparations.

Special grades of sugar can now be obtained for pharmaceutical uses, guaranteed to be free from all impurities, even the added ultramarine, and occurs in large, pure white, crystalline granules. Such sugar costs but a trifle more per pound than ordinary

sugar and should be used for the official syrups if the best results are to be obtained.*

#### PERCOLATION VERSUS THE HEAT PROCESS.

The results of a number of experiments show that where the percolation process for the making of syrups is possible, it is far preferable to use either cold agitation or that of heat. The apparatus, usually being of glass, can be thoroughly cleaned, and the syrup at no step of the process need be exposed for any length of time to the air, as is the case when heated in a kettle. Furthermore, the hot process or the cold agitation method usually leaves considerable foreign matter, chips of wood, etc., in the syrup, necessitating straining through a cloth or strainer, the latter frequently, it is believed, being the source of mold infection, and in addition the hot process usually leaves some dried sugar or a very thick syrup around the edges of the kettle, which it is difficult to again dissolve, thus making the syrup deficient in sugar content.

When finished syrups by the two processes, percolation or the solution of the sugar directly in a definite amount of water, are compared, the difference in the appearance is striking. The one made by percolation is brilliant and free from foreign particles, having been passed through a filter of absorbent cotton, while the other is usually more or less cloudy, due to the presence of small particles of foreign matter which has passed through the straining cloth. It has been suggested that all syrups be filtered through paper, but this is very tedious and in most cases impossible without the use of hot filtration, which, in turn, is objectionable through its causing evaporation and often injury to the syrup.

The one objection to the percolation process is the length of time required for its completion, but this should or need not be considered in a store where stock is carefully watched and preparations are made before actually needed. The superior character of the preparations so made and the fact that it requires less actual labor should more than counterbalance this one objection.

#### AS TO COLD AGITATION.

A number of the official processes direct the solution of the sugar in a medicated water by agitation, without heat. In most of these cases the percolation

*This special grade of sugar may be obtained from the wholesale drug houses, if insisted upon; it is known commercially as "Sugar Crystal A" and is quoted at a figure between 5 and 6 cents per pound, in barrel lots.

process can be used to advantage, and the agitation process as at present official is needlessly tedious and laborious. This is especially true when a perfectly dry and "large-crystal" sugar is used. In fact, in several instances in official processes it was impossible, even after prolonged agitation in a bottle daily during several weeks, to dissolve the whole of the sugar in the quantity of water prescribed. The small amount remaining, however, quickly dissolved when a sufficient quantity of water was added to make the product measure 1000 Cc.

A desirable modification of the agitation process would be to direct that the medicated liquid be introduced into a graduated, glass-stoppered, tincture bottle, of suitable size, the sugar poured in, and enough water added at once to make the contents of the bottle measure about 980 Cc. Finally, when the sugar has dissolved, through agitation, add a sufficient quantity of water to make the syrup measure exactly 1000 Cc. There is present from the first, through this modification, almost the maximum amount of water, the sugar quickly dissolves, and when the syrup has been strained the few remaining cubic centimeters of water may be added to finish the syrup. The use of a glass-stoppered bottle, about a "5-pint" size if a liter is being made, will also prevent the too-frequent habit of closing the neck of a wide-mouthed bottle with the palm of the hand, while agitating to dissolve the sugar, whereby impurities are introduced and a loss of syrup results.

#### SYRUP OF ACACIA.

The acacia dissolved readily in the amount of water directed; it having entirely dissolved, without stirring, while standing over night. The acacia, however, should be carefully selected, and only clean, light-colored tears used. Instead of using a dish, which usually means an open dish which will expose the solution to the dust of the store or laboratory for many hours, a bottle of suitable size is preferable if the necessary precautions are taken, subsequently, when heating the solution to dissolve the sugar. If the bottle is placed in a water-bath when cold and the bath afterwards heated, there will be no danger from breakage on account of the sudden expansion of the glass.

The 430 Cc. of water used to dissolve the acacia and later the sugar could with advantage be increased to 480 Cc. As now official the sugar dissolves with some difficulty, the solution is very

viscid, and it requires at least 100 Cc. of water at the finish to make the product measure 1000 Cc. With these modifications in the process the formula and product are very satisfactory.

Samples kept under various conditions all developed microorganisms within a few months; the sample which was subjected to heating in steam for ten minutes each day, on three successive days, developed the least growth, although even in it there was a small amount of organism.

#### SYRUP OF CITRIC ACID.

The addition of the tincture of fresh lemon peel directly to the syrup produces a preparation which is slightly cloudy—at least it is not so brilliant as is syrup of orange, in which a medicated water is made with the use of an absorbent powder, and the sugar dissolved in this. The two syrups are practically identical as to type, and yet are made in different ways, certainly with advantage, considering the finished product, to the orange. The syrup of orange made by this method requires more time, but in a sample of the syrup of citric acid made in this way the flavor seemed to be better. The syrup is one which should not be long kept, since it quickly becomes terebinthinate in odor and taste.

There are apparently no microorganisms in any of the samples, either sterilized or carefully protected or exposed, notwithstanding the presence of citric acid, which is so prone when in solution to develop such a growth. This may be due to the turpentine-like oil which is present and which possesses well-known inhibitory powers. The taste and odor is strong and disagreeable, distinctly terebinthinate, and became so six months after it was made.

#### SYRUP OF ORANGE.

If the tincture of sweet orange peel were rubbed upon the talc, and the alcohol allowed to evaporate before the medicated water is made, it is believed that a syrup of much greater delicacy of odor and flavor would result. There is at present practically five per cent of alcohol in the finished official syrup. The process is very satisfactory otherwise. The syrup is not one, however, which should be kept indefinitely, as the oil of orange rapidly loses its fineness of flavor, and a sample standing for over a year is not as pleasant to the taste as when it was freshly made. None of the samples, sterilized or otherwise, have developed microorganisms.

*(To be continued.)*

## DOLLAR IDEAS.

*The editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, book-keeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.*

### INGENIOUS IDEA FOR A TOOTHACHE PRODUCT.

*S. M. Shimer, Middletown, N. Y.:* I believe the package we use for our "Instant Tooth Ease" is worthy of description in the department of "Dollar Ideas." I am sending you a sample bottle for illustrative purposes. Not much in the way of explanation is required, but I may say that we take the



"body" of a No. 13 P., D. & Co. capsule, fill it two-thirds full of absorbent cotton, and then put it over the cork, which is exactly of the right size, and which is left protruding some distance above the neck of the bottle for the purpose. The reason for this is obvious. The cotton is of course needed when the toothache drops are used by the sufferer, and the convenience of having it ready at hand is so much appreciated that the product has become a good seller for this if for no other reason.

### A PREMIUM PLAN FOR SELLING OLD PATENTS.

*James Lear, Jr., Mound Valley, Kansas:* When I entered the drug business for myself I bought an old stock. After taking possession of the store I threw out over eight per cent of the stock because it had become unsalable owing to age and exposure on the shelves. Ever since that time I have fought to keep the goods in proper condition, but found it a hard task.

On May 1 I decided upon a better way of cleaning my stock, especially the patent medicine shelves. I went over the stock personally, setting out every patent over eight months old. I had my clerks number them from 1 up, beginning with 1 on \$1 preparations, with 1 on 50-cent packages, and the same on 25-cent goods. After each number I had them make a dash thus (—); on \$1 preparations

this mark was followed with the figure 5; on 50-cent preparations with the figure 3; and on 25-cent preparations with the figure 2.

I then told my clerks that these preparations must move. Every possible sale must be made from tagged goods, and when a tagged bottle or package of medicine was sold they should tear off the tag and present it at my desk. I then agreed to pay them the sum of the last number on each package in pennies at the end of each month.

After three weeks I find that I have moved 27 per cent of the old labeled stock, paying the clerks 5 cents on the dollar line, 3 cents on 50-cent articles, and 2 cents each on 25-cent preparations.

I personally sold a great many of these tagged items myself, saving the premium. I am so well pleased with the plan that I am anxious to tell my brother druggists about it. It is certainly a premium scheme with me.

### MAKING MEMORANDA OF ODD JOBS.

*L. Z. Lantz, Oak Harbor, Ohio:* The necessities are two 5-cent wire paper hooks or files and plenty of blank paper slips 4x6 inches. Place one file for clerks on that side of the desk which they pass frequently, and the second one for the proprietor on the other side. Whoever sees anything to be done jots it down on a slip and hangs it on the proper file. The proprietor then indicates by name or initial at the top of the slip the clerk who must look after each particular task. When the work is done the paper is torn off. This simple system prevents the neglecting such services as making needed preparations, putting up counter goods, cleaning cases, drawing signs, making experiments, decorating, getting goods from surplus stock, and the hundred and one things to be done in a pharmacy.

### SUPPLYING INDUSTRIAL NEEDS.

*Gilbert Howe, Hespeler, Ontario:* A line of business little developed by druggists is the supplying of chemicals for industrial purposes. Sulphuric, muriatic, and hydrofluoric acids, oxide of manganese, saltpeter, sal soda, etc., are used in numerous shops and are seldom bought in bulk. An occasional newspaper ad., a few circulars, or a window display are sufficient to attract the attention of employers or mechanics who are likely to be interested. Attractive and instructive window exhibits are easily

devised if a little information on the uses of the chemicals is obtained from some tradesman customer.

It is surprising how business may be worked up in these lines. Frequently mechanics use unsuitable or unsatisfactory substitutes because they are not aware that the article which they desire may be obtained so easily. Often, for example, they use chalk for marking off purposes when soapstone is more accurate and convenient. Of course, most of the buying is done by employers, but many small requirements are filled by the employees themselves.

#### A CHEAP METHOD OF RECHARGING ELECTRIC CIGAR LIGHTERS.

*The Marak Drug Co., Everest, Kansas:* To recharge electric cigar lighters, instead of buying new zincs for wet-cell batteries, take dry-cell batteries which have been discarded and are of no use for any other purpose, and punch them full of holes with a small screw-driver. Put the usual amount of sal ammoniac in the jars, then place these dry-cell batteries in the jars instead of the regular zinc and carbon. Attach the wires, and the lighter is ready for business. Telephone companies usually have a lot of discarded dry-cell batteries which they will gladly give you for the asking.

#### MAKING A MUCILAGE IN THE PRESCRIPTION BOTTLE.

*"A More than Satisfied Reader."* When dispensing bismuth subcarbonate, sodium bicarbonate, magnesium carbonate, or similar ingredients with pulverized tragacanth compound, don't use a mortar. Just roughly mix the powders, including the pulverized tragacanth compound, on a paper. Put an ounce or two of water into the bottle and pour the roughly mixed powders from the paper into the bottle and shake. Not a lump of any kind will be found. This method is quicker than using a mortar, and it results in a very good preparation.

#### HOW TO MAKE AROMATIC WATERS.

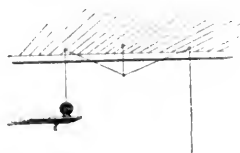
*Robert C. Bicknell, Chattanooga, Tenn.:* Here is the most satisfactory process for making this class of preparations that I have ever tried. Take the proper proportions of oil and talcum or other absorbent powder and put them into a large mortar, add the water, triturate, and then pour the mixture

into a stock bottle without filtering. From time to time draw off a small quantity of the liquid, filtering and catching the filtrate in the shelf bottle.

An aromatic water made in this way possesses a finer flavor than a product which is filtered immediately after making. Moreover, the full strength is retained for a long time. Perhaps this is to be explained by the fact that when one removes the excess of oil the aroma weakens in consequence. If the shelf bottle should become empty, it takes only a few minutes to filter enough water for use.

#### A TWINE-FEEDING DEVICE.

*Dyer & Waterhouse, Charter Oak, Iowa:* String should be off the counter but readily available. In our store this is accomplished by the use of a wire device which pulls up the twine after the parcel has been tied. The twine holder rests securely on the top of the bottle shelf just opposite the wrapping counter. Directly above the ball of string a screw eye is driven into the ceiling. A second screw eye sets just above the position from which the string



should hang. A third one is located two feet either way from the center of a line joining the first two eyes; from this we suspend a wire two feet long with a loop in the lower end. The wire must swing freely and the loop must be large enough to allow the twine to run through it easily. The twine runs through the eye directly above the holder, through the loop in the wire, next through the eye above the counter, and then down. A side view of this device is shown in the accompanying diagram.

#### A USEFUL CLEANING AGENT.

*C. C. Tittle, Hillsboro, Texas:* I use equal parts of powdered pumice stone and oxalic acid as a cleaning powder. Dip a damp cloth in the powder and a little rubbing will do the work. Wedgwood mortars can be kept perfectly white. Counter scale pans will always be bright and your sink need not be stained and "slimy." In fact, I find innumerable uses for this cleanser in the drug store.

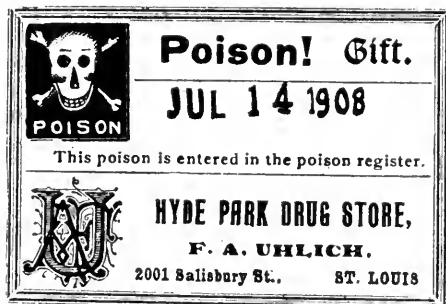
## LETTERS.

### REGISTERING THE SALE OF POISONS.

To the Editor:

For several years I have been a subscriber to your journal and have found it very instructive. I have just been reading in an eastern drug paper about a St. Louis pharmacist who was fined for selling poison to a girl 15 years of age without registering the purchase. The dispenser was a registered man.

That could not happen in our store. We use a special label which my employer, Mr. F. A. Uhlich, had printed at my suggestion. Whenever a poison



is sold we do one of two things: we either write the antidote on this special poison label, or we place above this label a second one which tells what shall be done in cases of poisoning. The date is written both on the label and on the poison register. I offer this idea for those who may care to adopt it in their own business.

JOHN OLDAKOWSKI.

St. Louis, Mo.

### A CLEVER WINDOW TRIM.

To the Editor:

Let me describe a window which I used some time ago and which proved a great success. In the bottom of our largest window I scattered pint and quart jar rings to the number of 1688. In the back of the window I then had three placards reading as follows:

1. *Guessing Contest.* A purchase of 25 cents entitles you to a guess on both numbers. You may have more than one guess according to the amount of your purchase. Contest closes August 1.

2. *Guess No. 1.* The nearest estimate of the number of rings in this window will bring \$1 in cash or \$1.50 in trade.

3. *Guess No. 2.* The nearest estimate to the dis-

tance in feet which these rings will cover when placed side by side will bring \$1.50 in cash or \$2 in trade.

The window attracted much attention and fully 200 guesses were handed in. With respect to these 200 guesses, we considered that the majority of purchases were made because of the contest.

Clinton.

W. A. McCONNELL.

### THE LIQUOR DANGER.

To the Editor:

I have been very keenly interested in the editorial stand you have been taking in the BULLETIN with regard to the sale of liquor by pharmacists. This very situation is, in my opinion, one of the most serious problems which confront the retail drug trade to-day. I am enclosing herewith a clipping which is going the rounds of the newspapers of this section.* It is the publication of facts of this sort which brings the blush of shame to the cheek of the pharmacist who wishes to see pharmacy placed on the high plane where it properly belongs. It is the knowledge of such facts which brings discredit, not only to the pharmacists of the particular city involved, but to those throughout the whole country as well. In my opinion, druggists themselves must take hold of this matter in a vigorous manner and endeavor to divorce "booze-selling" from the drug business.

EDWARD WILLIAMS.

Madison, Wisconsin.

### A FORMULA FOR SEA FOAM.

To the Editor:

I have been helped so many times by suggestions of various kinds which have been made in the BULLETIN by different readers that I am moved to send along a formula for a shampoo which I have found very successful:

Potassium bicarbonate .....	1 ounce.
Ammonium hydrate .....	½ ounce.
Alcohol .....	3 pints.
Water .....	3 pints.

To be used as a shampoo.

I trust this will be found generally salable among other druggists.

F. H. BARBER.

Buffalo.

*This clipping comprises a newspaper report of the arrest and prosecution of several druggists for selling liquor by the drink, and it inferentially condemns all pharmacists as saloon-keepers in disguise.—THE EDITOR.



# A LETTER WHICH DESERVES THE LAUREL WREATH.

To the Editor:

I have had many a good laugh over some of the orders reproduced in your journal, but I think the enclosed reply to a letter sent out by the writer, re-

To the Editor:

I can't do without the BULLETIN, as it is my business bodyguard. Keep it as good as you have and your pharmaceutical paper will easily lead all others.

GEO. F. METZGER.

Bethlehem, Pa.

* * *

To the Editor:

Do not want to miss any copies of the BULLETIN, as I still consider it the "best of all" and always read it with a good deal of interest.

Lowell, Mich.

D. G. LOOK.

* * *

To the Editor:

We cannot keep house without the BULLETIN, and we don't intend to let the Post-office Department stop our housekeeping. C. B. Cook & Co.

West Point, Miss.

* * *

To the Editor:

Think you have the best and most useful publication of its kind. I read each issue of the BULLETIN from cover to cover.

R. H. SCRUGG.

Meridian, Miss.

* * *

To the Editor:

The BULLETIN just suits me. I subscribe to three other journals, but I like the BULLETIN best.

Fortuna, Cal.

M. W. HEINRICI.

* * *

To the Editor:

I could not get along without the BULLETIN. I think it is the best journal printed, excepting none.

Bellaire, Ohio.

GEO. F. KEYSER.

* * *

To the Editor:

The BULLETIN gets better each succeeding year, and I find my bound volumes of great value to me.

New Orleans, La.

H. G. POSEY.

* * *

To the Editor:

The BULLETIN appeals to me more than any other drug journal I have the privilege to peruse.

Norwalk, Ohio.

OTTO M. HARTER.

* * *

To the Editor:

Could not afford to be without your BULLETIN, as I consider it to be the best paper of its kind.

Milwaukee, Wis.

JOS. HUEBINGER.

*Sole girth March the 11th*  
 Dear sir a few times I have received  
 a Bill for 60cts which I know  
 nothing about my son called last  
 summer and told me he thought  
 it was Lake Mead's bill for  
 my son says it was for a Bass Ball  
 mit Dear sir 10 years ago the  
 Dear Lord saved me from that  
 and dancing and eating whiskey  
 Church socials shoes and also from  
 Drugs of all kinds 8 years since  
 any medicine has been bought for  
 me or wife not 5 cts worth Pain killer  
 Caster oil Pills and things that  
 belongs to the Devil and I never  
 was in your Drug Store Hoping  
 you get the rate man or get your 60 cts  
 read last Chapter of James may  
 God Bless you and help you to see  
 time is short and Eternity is long  
 Where will you spend Eternity Be kind  
 Enough to read back yours in Jesus

questing the payment of an account for a prescription amounting to 60 cents, takes the cake. I venture to say that none of your readers ever received such a response to a bill.

T. W. MILLER.

Shoal Lake, Man.

## HE AGREES, TOO, WITH MR. BODEMANN.

To the Editor:

The N. A. R. D. could do nothing grander to prove its worthiness of existence than to take up the suggested plan to establish a death benefit, the membership to include clerks, and have the premium low, but enough to say to each bereaved family: "This is from your father's association." I would suggest that you solicit the views of the profession and ask all who favor the plan to so write the N. A. R. D. office.

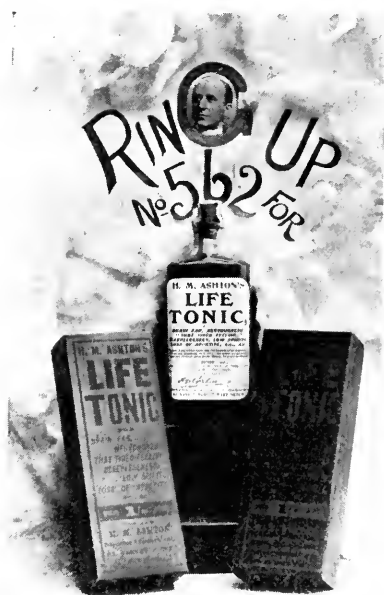
G. A. MOORE.

Riverside, Ill.

## BUSINESS HINTS.

### A Unique Mailing Card.—

From H. M. Ashton, a foreign reader of the BULLETIN whose pharmacy is in Warrington, England, we have received the mailing card shown in the accompanying reproduction somewhat reduced in size. The original card was a real



photograph, and the portrait of Mr. Ashton in the center of the "G" was strikingly good. The mailing card was of the customary post-card size and was stamped and addressed on the reverse side.

### Interior Store and Case Displays.—

James S. Gleghorn, writing in the *National Druggist*, says that interior store displays, no matter of what nature, are as important in their place as window displays. Unfortunately, all druggists do not seem to realize this fact, as a visit to the drug stores in almost any locality will show.

The saying that goods well displayed are more than half sold is not quite true. If druggists would exhibit more goods on top of their show-cases they would find their bank account considerably larger at the end of the year. Counter displays, as a rule, pay and pay well. If the druggist expects to sell goods he must place them where people can see them, and there is no better place than the top of show-cases. Mr. Gleghorn usually uses a space about a foot and a quarter wide, extending across the entire length of the cases. For example, he takes a show-case of modern type and arranges along the top of it, near the rear and a short distance apart, ten pieces of crêpe paper, about a foot square. On these he places different items, but manages to have enough articles

of the same kind on each square to give the case a full but not crowded appearance. The crêpe paper is changed weekly, and a different color is used each time. Mr. Gleghorn attaches a neat sign, size six by seven inches, to the goods on each one of these squares, bearing the name and price of the article displayed. Exhibits of this nature attract considerable attention and aid in disposing of goods with little or no effort. People often buy things through seeing them displayed when they had no intention of ordering upon entering the store. The show-cases should be clean and attractively arranged. They deserve the same attention that the windows receive.

### A Window Display of Olive Oil.—

D. W. Morris & Son, of Emporia, Kansas, have been endeavoring for two or three years to build up a sale on olive oil, and they have met with considerable success. Several of their newspaper advertisements have been reproduced in



this department of the BULLETIN from time to time. Recently the Morris people prepared a window display of olive oil, and this is shown in the accompanying engraving. It will be seen that the oil sold by the Morris firm is very handsomely put up in bottles and cans. They make a specialty of quart and gallon tins and have a large trade on these sizes. The sign in the center of the window bears the following text: "Pure olive oil—direct from the importers. The best grade of oil made by Lautier Fils and tested by us for its purity. Full pints 65 cents—full quarts \$1.25."

### A Novel Form of Advertising.—

O. P. McPherson, of Gloster, Miss., has struck something of a new note in newspaper advertising. He regularly contracts to use a half column or so in the local weekly, and he calls it the "People's Drug Store Department." Mr. McPherson's name also appears at the head of the department. As for the text, it is made up of short paragraphs combining local news items with notes regarding the "people's store"—otherwise known as the "Busy Corner." The following specimens will indicate the character of the material:

Well, good brotherine and sisterine, how is your health this week? The "Busy Corner" is still in the ring. Prescriptions are still coming in. June was a good one. The "Busy Corner" ball team defeated the W. O. W. ball team last week. It, too, got results. Say, my dear lady, that lambrequin is getting old and dirty; get you a new one—25 cents at the "Busy Corner."

Our friend, George Healey of Natchez, spent Sunday in Gloster. The "Busy Corner" is medicinal and not political.

You know Prickly Ash Bitters is a good medicine.

We regret to learn that our friend Ike Nunnery is very ill with typhoid fever, at the home of his father at Bewelcome.

Jar Rubbers, Spices, Pepper, Mustard, Sealing Wax, etc., at the "Busy Corner."

Mrs. I. W. Reid is listed among the sick this week.

The Boss and the boys are keeping batch this week.

Just arrived—a big shipment of Oxidize.

The very thing for children—a box of Teddy Bear stationery.

We have a few boxes of the latest up-to-date stationery. Buy it now, for it is the latest rage.

By request of the Clerk of the Gloster Camp, W. O. W., I state that owing to the fact that so many members have failed to pay their dues promptly this month, he will be compelled to suspend them and ask that they be reinstated at the earliest possible convenience, waiting not longer than thirty days.

Miss Belle Montgomery, of Jeannette, Miss., is the guest of Miss Eula Anderson this week.

We are sorry to learn of the illness of Mrs. C. L. Hazelwood.

M. E. Dye reports another Lactoria customer this week—a boy.

### A Window Trimmed with Magazine Ads.—

A display exceedingly novel and effective was recently employed by J. Albert Kiedaisch, ad. man for Wilkinson & Co., of Keokuk, Iowa. It consisted of magazine advertisements advertising articles which are sold by the drug store.

Three steps were built in the window. The first was



about nine inches high, a foot deep, and rested on the floor of the window about six inches from the glass. From this rose the other steps. The structure was covered entirely by maroon velvet—not stretched tight but drawn loosely and carelessly. On the steps and floor of the window were placed the miscellaneous articles coupled with their respective advertisements. Everything bore a price ticket. The background consisted of pink tarlatan on which many advertisements were posted.

Only two signs appeared in the window. One read: "We Are Up-to-Date. We carry all the articles advertised in

the current magazines." A second placard bore the announcement: "We will order for you anything not in stock."

This window attracted much attention and proved a great success for two distinct reasons. It connected this store directly with the magazine advertisements and served to impress people with the up-to-date nature of the stock. Much of the attractiveness of the window, due to the color scheme, is unfortunately lost in the reproduction.

### Talking About Rubber Goods.—

The following general "talk" about rubber goods is clipped from a booklet devoted to different rubber articles in the stock, and gotten up some time ago by the William B. Riker & Son Co. of Greater New York, owners of seven retail stores in that city:

Rubber is either good or it isn't.

The difficulty with rubber goods found in ordinary stores is that you can't tell how the article is going to last by just looking at it—appearances are so deceiving. There is scarcely anything that comes out of a drug store that you have to take more on faith than an article made of rubber. A good syringe or hot-water bag is an extremely valuable article to have around the house. But when they leak!

This emphasizes the desirability of filling all such requirements where a reputation for reliability and a guarantee that means something back up the sale.

The extensive patronage enjoyed by our Rubber Goods Department in the Riker stores keeps the stock on the move, and it is therefore always fresh and in perfect condition.

We give to the selection of our rubber goods all the importance they deserve.

We do not have any "fancy" prices. You get a full return in quality for every penny spent. Even at our lowest prices you can be sure of getting a thoroughly satisfactory and reliable article—one that will give a length of service far in excess of what you might expect for the money.

### Just to Sell Stationery.—

B. S. Cooban, the Chicago druggist, makes a push on first one thing and then another to get it started—and keep it started. Here is how he tackled the stationery subject not long since in a newspaper ad.:

#### STATIONERY SPECIAL—EATON-HURLBURT WRITING PAPER.

Here's another eye-opener in the bargain line. 200 boxes of the famous Eaton-Hurlburt Writing Paper will be offered at 25 cents a box. Those quick enough to take advantage of this opportunity will never regret it. Here is strictly up-to-date, high-grade stationery offered at a price that most merchants would be ashamed to offer ordinary or even poor stationery at. When this limited lot is gone the sale ceases. Our object in offering this lot is to advertise a rapidly growing branch of this active business.

25 cents Per Box. See what they are worth.

### Still Pushing Olive Oil.—

Cooban continues to drive olive oil and it looks as though he was selling a lot of it. Here is one of his latest ads.:

#### ABOUT ITALIAN OLIVE OIL.

The natural, rich, nutty flavor possessed only by the PURE ITALIAN OLIVE OIL is found in the imported Olive Oil that we offer. We guarantee every drop to be perfectly pure—an important statement in view of the many mixtures and adulterations of Olive Oil on the market. A favorite mixture for adulterating purposes is Cotton Seed Oil (worth 3½ or 4 cents a pound, while Olive Oil is valued at 75 cents a pound). It does not require very much figuring to show that the element of profit in unscrupulous adulterations is considerable. But all the same, adulterated Olive Oil is dangerous to any human system. We have issued an interesting book on Olive Oil. It's yours for the asking. Our prices on Pure Italian Olive Oil are:

Half-pint Bottles, 35 cents; Pint Bottles, 60 cents.

## QUERIES.

*Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

### *Two Questions Involving the Food and Drugs Act.*

E. F. G. asks the following question: "In manufacturing toothache drops which contain oil of cloves, carbolic acid, chloroform, etc., under our own name, is there any need of guaranteeing the product under the food and drugs act in shipping it from one State to another?"

The law does not require any product to be guaranteed. It provides, however, that a dealer who has exported or imported, and sold in original packages, an adulterated or misbranded article shall not be prosecuted if he can establish a sufficient guarantee from the manufacturers declaring that the product conforms to the law. The question is a practical and not a legal one: "Will the dealer handle packages not so protected?"

E. B. & Co. state the following proposition: "A large firm of manufacturers make a pill for us under our private formula. We get these pills in bulk, put them up in packages, and sell them under our own name. At the bottom of the label we state that they are manufactured by us. Is this in violation of the Food and Drugs Act?"

In order to meet the interpretation of the law as made by

the Pure Food and Drug Commission, you should have the card on your label read: "Manufactured for," or "Prepared for," or, since the formula you use is not a stock formula but your own, "Manufactured expressly for." If you declare or even intimate that you make the pills yourself, whereas in point of fact they are made by some one else, you violate one of the regulations drawn up for the enforcement and interpretation of the law by the authorities at Washington. Such an offense would be considered misbranding under the act.

### *A Good Formula for Making Cold Cream.*

M. D. S. writes: "We have considerable trouble with our cold cream. In this hot climate it dries up. Please furnish us with a satisfactory formula."

Here is a simple but elegant preparation contributed to the BULLETIN by H. B. Molyneaux, of Omaha, Nebraska:

Paraffin .....	250	grammes.
White wax .....	260	grammes.
White paraffin oil or liquid albolene ..	990	grammes.
Sodium perborate .....	10	grammes.
Distilled water .....	380	grammes.
Perfume, q. s. to suit.		

Melt the paraffin and wax at the lowest possible temperature, and then add the paraffin oil. If this addition causes the wax to congeal, continue the heat while stirring sufficiently to remelt the mass. Now add the sodium perborate to the water and slightly warm the solution. Then add this to the wax solution in a continuous stream as large as a finger; at the same time briskly beat the emulsion with a wooden paddle until it becomes smooth. While the mass is in a semifluid state, incorporate the perfume. Then run the cream into the containers.

Pouring the cream into the jars while in the melted state gives the surface a glossy, satin finish on cooling. Don't fill the containers so full that the cover comes in contact with the top of the cream. For a perfume use oil of rose or a synthetic violet like "irol synfleur."



**DRUGGISTS AND DOCTORS IN A BASEBALL GAME.**—The doctors and druggists of Akron, Ohio, met in a spirited battle on the diamond not long since, and the physicians ran away with the game by a score of 13 to 9. The two nines are shown in the accompanying illustration. We are indebted for the picture to Mr. H. A. Goodwin, a representative of Parke, Davis & Co., who is seen sitting in the lower right-hand corner of the group, and who played a conspicuous part in the game.

*Sticky Fly-paper.*

R. T. B.—Boiled linseed oil stands out as the basis of the popular fly-paper. If any retailer is daring enough to try to manufacture these papers instead of buying them, here is the formula to start with:

Boiled linseed oil.....	6 ounces.
Gum thus .....	1 ounce.
Castor oil .....	2 ounces.

The quantities of the ingredients must vary according to the condition of the linseed oil. It is necessary to have a non-drying oil, such as castor oil, in the composition. Vaseline oil is also good, and a slight trace of beef suet is not an objection, because animal matter of any kind helps to draw the flies. A good quality of parchment paper must be used, and the composition spread upon it while hot with a stiff brush. The paper should then be folded and the edges turned over, or the composition should be prevented from exuding by some other means.

*Dandruff Cure and General Hair Tonic.*

H. S. H. writes as follows: "We have been selling the following formula as a dandruff cure and general hair tonic. What is your opinion of it?"

Precipitated sulphur.....	100 grains.
Sodium chloride .....	60 grains.
Glycerin .....	3 drachms.
Tincture of cantharides.....	3 drachms.
Quinine sulphate .....	12 grains.
Alcohol .....	4 drachms.
Oil of lavender.....	15 drops.
Oil of bitter almond.....	2 drops.
Water (soft) sufficient to make.....	3 ounces.

(1) Rub the sulphur and sodium with glycerin and add about four ounces of water. Allow the mixture to stand and skim off the sulphur.  
(2) Then dissolve the quinine sulphate in the alcohol with the aid of heat. When this has cooled, add the oils and tincture of cantharides. Mix solutions 1 and 2 and add enough water to make 8 ounces.

"I use a little more sulphur than is called for in order

that I may remove the supernatant sulphur. This leaves a deposit of fine sulphur on the bottom of the container."

In the opinion of the BULLETIN the sulphur mixture is an effective preparation. It should, however, be dispensed with a shake label. Prescriptions of just this composition are frequent, and they are said to serve the purpose very well.

*A Stable Liniment.*

C. M. N. desires to know the formula for English Stable Liniment. We have consulted the *Thesaurus of Proprietary Preparations* by A. Emil Hiss, Ph.G., a book which contains the names and recipes of every well-known liniment. The English preparation which you mention is not to be found in this work nor in any other formulary which we possess.

We publish the following mixture, however, in the hope that it will serve your purpose:

Spirit of camphor.....	1 fluidounce.
Chloroform .....	4 fluidrachms.
Spirit of ammonia.....	4 fluidrachms.
Spirit of peppermint.....	4 fluidrachms.
Oil of sassafras.....	4 fluidrachms.
Tincture of capsicum.....	4 fluidrachms.
Oil of turpentine.....	1 fluidounce.
Alcohol, enough to make.....	32 fluidounces.

This formula can be modified if the cost proves too high.

*An Incompatible Mixture.*

D. wants us to tell him what causes the precipitate in the following formula:

Quinine sulphate.....	2 drachms.
Aromatic sulphuric acid.....	1½ drachms.
Fowler's solution.....	2 drachms.
Water, sufficient to make.....	6 ounces.

There is barely enough aromatic sulphuric acid to hold the quinine sulphate in solution. Consequently, the addition of the Fowler's solution, which is alkaline, precipitates the



**A PHARMACEUTICAL TUG-OF-WAR.**—This very interesting contest was "pulled off" at the annual meeting of the Illinois Pharmaceutical Association. The druggists and the travelers were pitted against one another and the former won out after a hot and fiercely contested struggle. We are indebted for the photograph to Arthur T. Metzger, of Cairo, Ills.

quinine alkaloid. The addition of 1 drachm of aromatic sulphuric acid will overcome this, but it would be necessary to consult the physician. Otherwise a shake label would be in order.

#### *A Shampoo Jelly.*

H. C. wants a formula for a shampoo jelly.

Here is one which has appeared in the BULLETIN before:

Cocconut oil .....	60 Cc.
Caustic potash, U. S. P. ....	15 grammes.
Alcohol, .....	
Water .....	of each sufficient.

Dissolve the potash in one ounce of water. Heat the oil on a water-bath, add the solution of potash previously warmed, and stir briskly. Continue the heat until saponification is complete. If the oil refuses to saponify and globules separate out, the potash is not of the proper strength, and more must be added—one or two grammes, dissolved in water. If desired transparent, add one ounce of alcohol, and continue the heating without stirring until a drop placed in cold water first solidifies and then dissolves. Perfume as you desire.

#### *Embalming Fluid.*

W. E. T.—The following is said to be the formula now adopted by prominent manufacturers in Berlin, according as it is to be used for injecting or immersing bodies:

	For injecting.	For immersing.
Arsenious acid .....	16 grammes.	12 grammes.
Sodium chloride .....	80 grammes.	60 grammes.
Potassium sulphate .....	200 grammes.	150 grammes.
Potassium nitrate .....	25 grammes.	18 grammes.
Potassium carbonate .....	15 grammes.	10 grammes.
Water .....	20 liters.	10 liters.
Glycerin .....	4 liters.	4 liters.
Wood naphtha .....	¼ liter.	¼ liter.

#### *Removing Stains from Tan Shoes.*

F. H. W. desires to know how to remove stains from tan shoes.

Having brushed off the dust, go over the spots with a sponge dipped in benzine, repeating the process as soon as the liquid evaporates. A few applications should bring back the original color. Having removed the stains it is desirable to use a russet dressing on the shoe and brush well.

#### *Styptic Powder.*

B. C. Co. requests us to publish a formula for a styptic powder for barbers' use.

Try the following:

Ferrous sulphate powder .....	2 parts.
Powdered alum .....	1 part.

Mix them and apply strong heat until a reddish product is obtained. Powder when cold.

#### *White Stamping Ink.*

W. J. H. wants a good formula for a white stamping ink to be used on hosiery, embroidery, etc.

Zinc white .....	2 drachms.
Mucilage .....	1 drachm.
Water .....	6 drachms.

Triturate the zinc white with a small quantity of water till quite smooth, then add the mucilage and the remainder of the water.

#### *Books on Bacteriology and Urinalysis.*

J. L. N.—If you are meditating some laboratory work in bacteriology and urinalysis, we can recommend the following

books: "Laboratory Work in Bacteriology," by Prof. F. G. Novy, published by George Wahr, Ann Arbor, Mich.; "Practical Urinalysis and Urinary Diagnosis," by Chas. W. Purdy, printed by the F. A. Davis Co., of Philadelphia, New York, and Chicago.

#### *Two Foreign Spirits.*

E. C. M. writes: "I have a Norwegian prescription calling for the following ingredients: spirit of ether camphorated and spirit of ammon. anis. Can you please give me the formulas of these preparations?"

Both appear in Hager's Manual Pharmaceuticum.

#### *SPIRITUS AETHEREUS CAMPHORATUS.*

Spirit of ether .....	50 grammes.
Camphor .....	5 grammes.

Dissolve.

#### *LIQUOR AMMONII ANISATUS.*

Alcohol .....	24 Cc.
Oil of anise .....	1 Cc.

Mix and dissolve by agitation. Then add 5 Cc. of ammonia water.

#### *Cough Drops.*

H. C. wants a formula for a liquid cough drop which may be given in 10- or 15-drop doses on sugar.

Syrup of ipecac,  
Syrup of squill,  
Syrup of tolu,  
Tincture of bloodroot,  
Paregoric, of each equal parts.

This preparation is known as mixture of bloodroot compound.

#### *Shampoo Powder.*

H. G. H.—The following formula was printed in *Modern Pharmacy*:

Salt of tartar .....	1 ounce.
Powdered borax .....	1 ounce.
Powdered Castile soap .....	¼ ounce.
Oil of rose geranium .....	10 drops.

Put the powder in wide-mouth bottles, cap, and label them with directions: Dissolve the contents of the bottle in 1 quart of soft water, and use as a shampoo.

#### *Violet Witch-hazel.*

C. B.—The following formula for a violet witch-hazel was contributed to the BULLETIN for November, 1905, by H. C. Fueller, of Grafton, West Virginia:

Glycerin .....	8 ounces.
Violet water .....	8 ounces.
Alcohol .....	8 ounces.
Distilled water, sufficient to make .....	1 gallon.
Boric acid .....	¼ ounce.

Color with evergreen "Y."

#### *A Cockroach Powder.*

A. W.—Mix starch with arsenic. The powder can be made into a paste with a little water and spread in the crevices where the insects are harbored. When the mass dries, the cockroaches eat it with fatal results.

G. D. C.—Serial numbers for proprietary preparations may be obtained by writing to the Secretary of Agriculture, Washington, D. C.



# BULLETIN OF PHARMACY

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## THE MONTH'S HISTORY.

### PROF. REMINGTON ON U. S. P. REVISION.

The time is rapidly approaching when another revision of the U. S. P. will be in order, and suggestions and plans for the next edition of the book are occasionally being presented by different pharmacists. The Pharmacopœial Convention will meet in Washington on the first Monday in May, 1910. It will establish the principles upon which the ninth edition will be based, and it will appoint a Committee of Revision to do the actual work of revising the book. It is meet and proper that the way for wise and constructive action should be paved by preliminary discussion. The most noteworthy and authoritative utterance yet presented on the subject is to be found in a paper read by Prof. J. P. Remington, chairman

of the present Committee of Revision, before the recent annual meeting of the National Wholesale Druggists' Association in Atlantic City.

* * *

### EVERY FIVE YEARS INSTEAD OF TEN?

In the first place, Professor Remington was of the belief that the book should be revised every five instead of every ten years. This step was rendered necessary, in his judgment, by the legal adoption of the U. S. P. as a government standard, and it was further demanded by the "rapid progress in medicine." It had been proposed by some critics to have a revision every year, but Chairman Remington thought this would be very unsettling to the country, would cause unnecessary confusion among physicians, and would involve manufacturers heavily in expense for changing labels and catalogues and in the loss of left-over stock. The five-year period seemed to Professor Remington a happy compromise under the circumstances. This proposition was discussed at considerable length by the jobbers in Atlantic City, and the objection was raised by one or two speakers that even a five-year revision would involve manufacturers, jobbers, retailers, physicians, and everybody else concerned in detail and loss of one kind and another. Dr. Schieffelin pointed out, however, that with more frequent revisions there would naturally be less frequent changes, and that the equation would about balance itself in the long run. At any rate, the association finally voted in favor of revisions every five years instead of ten.

* * *

### THREE U. S. P. LABORATORIES PROPOSED.

Two other propositions were chiefly made by Professor Remington: First, that every important interest should be given hearings, and should be invited to make suggestions, before standards and requirements were finally adopted; and secondly, that three laboratories for assisting in the work of revision should be established. These two propositions are closely related to one another—so much so that

Professor Remington hopes to have the laboratory work done by at least some of the "interests" which are directly affected by the requirements of the U. S. P. The Federal government has already concerned itself in pharmacopœial revision, and the Public Health and Marine Hospital Service has appropriated \$18,000 for work to be done during the next year in collating and editing criticisms on the U. S. P. and afterwards in subjecting them to laboratory trial. Professor Remington hoped, indeed, that the government laboratories would be willing to undertake the systematic verification and proof of present U. S. P. tests, standards, and formulas; in the second place he suggested to the N. W. D. A. that it create a research laboratory for working out standards and tests for *new* additions; and in the third place he reported that the American Therapeutic Society had resolved to establish a laboratory for determining the therapeutic activity of official drugs. After considerable discussion, the jobbers decided to appoint a special committee of four to report at the next year's convention upon the feasibility of establishing such a research laboratory as Professor Remington had proposed.

* * *

#### **WE SHOULD HAVE PUBLICITY.**

All of which prompts the suggestion that the next Committee of Revision ought to take the pharmaceutical and medical public into its confidence and give regular and systematic publicity to its work. If proposed formulas, tests and requirements are published in advance, and if they are discussed with general freedom in the drug and medical press, the advantages will be numerous. A far wider and more general interest will be created in the U. S. P.; manufacturers, jobbers, retailers, chemists, and others will be given a chance to render coöperation; the book will thus have many minds brought to bear upon its perfection; the establishment of standards which are unattainable or impracticable will be headed off; and dealers will be warned in advance of the conditions with which they will be compelled to conform when the book is finally published and its requirements put into legal effect. That publicity will be decided upon, indeed, is scarcely open to doubt, and Professor Remington shows himself in favor of it when he suggests the establishment of these several laboratories to be conducted by as many different "interests."

#### **ARE WE FACING A DRUGLESS ERA?**

During the last few months the great national associations in the drug trade, retail and wholesale, have held their annual meetings, and here and there a note of fear has been struck over the assumed development of "drugless therapy" and "therapeutic nihilism." A few speakers and writers at all three of the national gatherings have touched upon this theme, and Professor Remington, in the address before the jobbers to which we have referred in the foregoing paragraphs, placed considerable emphasis upon the subject. He feared that if "something is not done in the way of coöperative effort" the wave of "Christian science, sanitary medicine, osteopathy, etc., etc., will go on its triumphant way and great damage will be done to scientific medicine, pharmacy, and therapeutics." The BULLETIN confesses that it cannot succeed in scaring itself very much over this probability. Fads come and go. New social, religious and medical cults rise and fall. Eccentricities develop in every age and pass away. The best answer to these fears regarding the approach of a drugless era is found in statistics which tell us that the manufacture and consumption of drugs in the United States is annually increasing even faster than the growth of the population.

* * *

#### **JOBBERS AND BUYING CLUBS.**

One of the pressing themes everywhere being discussed in the drug trade just now has reference to the deep concern of the jobbers over the development of retail buying clubs, local and national. This issue, indeed, was the most important one discussed at the Atlantic City meeting of the N. W. D. A. President Taylor, among other things, had this to say:

Probably the greatest menace which confronts the wholesale drug trade is the spread of buying clubs among the retailers. These clubs usually make a specialty of handling proprietary articles, but lately some of them have entered actively into the field of drugs, chemicals, pharmaceuticals, sundries, and nearly all other goods carried by wholesale druggists. The time has come for each drug jobber to look energetically after his own interest in his dealings with the manufacturers, as well as his customers in the retail trade. How can a manufacturer who sells at best prices to buying clubs expect a jobber to take an interest in the goods which his customers can buy directly as cheaply as he can? Some retailers send cash in advance to their buying clubs for the purchase of goods, while their accounts with the jobber, who has credited and accommodated them in every way, may be several months overdue. Such treatment of the jobber is very unfair, and it is not reasonable to suppose that he will

calmly submit to gross injustice of this character. The buying club problem is the most serious one in our business to-day, and it is for each jobber to handle it individually in whatever lawful manner he may consider to his best interest.

* * *

#### MR. HOVER'S POSITION.

Dr. William J. Schieffelin, chairman of the Committee on Proprietary Goods, also discussed the topic at considerable length, and quoted with approval from an address which W. A. Hover, a prominent Denver jobber, had read in June before the Colorado Pharmaceutical Association. Mr. Hover had declared that retailers were more and more getting everything they could of purchasing syndicates; that they gave their most profitable trade to these organizations; that they used their cash for this purpose, while compelling the jobber to yield them long credit; and that, in fact, the jobber was being used merely as a convenience. He had gone on to say that the jobbers could not permanently be expected to tolerate such a situation and that they would soon look about for means of self-protection. He had intimated that they would sell physicians direct; that they would refuse credit to retailers who did not deserve it; that they would encourage the formation of drug stores under their own control; that they would feel compelled to supply aggressive cutters without let or hindrance; and that conditions would make it necessary for them to look out for themselves wherever they could. These possibilities, he had declared, were not set forth as a threat, but simply by way of showing what the jobber would be compelled to do if the necessity confronted him.

* * *

#### ACTION TAKEN BY THE JOBBERS.

Mr. Hover's attitude was strongly upheld in the report read by Dr. Schieffelin, chairman of the Committee on Proprietaries, but the N. W. D. A. finally contented itself with the passage of the following resolutions:

(1) *Resolved*, That we recommend that wholesale druggists individually protest against the action of those manufacturers who sell buying clubs upon jobbers' terms. The services of the jobbers are indispensable to the manufacturer. It is clearly good business policy for the manufacturer to deal fairly and not foster a movement which tends to deprive the jobber of a considerable part of his trade while, at the same time, using him as a convenience to supply the remainder of the retailers.

(2) *Resolved*, That as the retail druggist has in the past, does now, and always will depend upon the regular wholesale

druggist as his channel of supply for a large proportion of his wants, we are convinced that the efforts of a certain part of the retail trade to eliminate the second clause of the excellent motto of the N. A. R. D., "Live and Let Live," is destructive of the best interests of both the retailer and the wholesaler.

(3) *Resolved*, That these resolutions and that portion of the committee's report which refers to buying clubs be printed and sent to manufacturers and the drug journals for publication.

So far as the first of these resolutions is concerned, we are informed that the American Druggists' Syndicate, probably the largest buying club in the country, proposes, whenever refused supplies by a patent-medicine manufacturer, to begin the preparation of a competing article. It would thus seem that a battle royal is in sight between these conflicting interests. What the culmination will be remains to be seen.

* * *

#### COMPLEXITIES OF THE PURE DRUG LAWS.

The druggists of Nebraska find themselves confronted with a situation similar to that which has arisen in a number of States with reference to the enforcement of the pure food and drug laws. The Nebraska commissioner has become very active in enforcing the State law so far as it has to do with the labeling of headache powders. Under the terms of the act an exception was made in the labeling of drugs by virtue of which goods on hand April 1, 1908, did not have to undergo a change of labeling to make them conform to the law. More than 200 suits, however, have already been instituted against dealers regardless of the fact that the products involved were purchased previous to April 1 and had been so marked by the druggists in every case. The food commissioner takes the position that the dealer must prove that the goods were in his stock before the law went into effect. A committee of Lincoln druggists has asked that prosecutions be held in abeyance until the druggists of the State could get together and agree to brand all materials properly, regardless of whether they were on hand at the time the law went into effect or not. The committee declares that druggists have no disposition to avoid the law, but had not understood the full import of the commissioner's attitude. It has called a meeting at which local druggists will formulate a plan preparatory to issuing a call for a meeting of druggists from all over the State. Meanwhile prosecutions that have been started will be continued.

**PATENT MEDICINES  
AS LIQUORS.**

On page 332 of the August BULLETIN we printed a long list of patent medicines and proprietary articles which the Commissioner of Internal Revenue at Washington had declared to be beverages in the eyes of the law. Inasmuch as the Commissioner announced that other products would be added to the list from time to time, there has been a general desire to know what rule is guiding the Commissioner in separating the sheep from the goats. In replying recently to a private letter on the subject, he makes it clear that the Revenue Department does not recognize any particular percentage of alcohol as being legitimate or illegitimate, but bases its decisions on the character of the individual product. "There is no fixed percentage of alcohol which may be used in such manufactured products without rendering the manufacturer liable to the special tax as a rectifier, the rule being that such alcohol as is used *must be so medicated as to render it unsuitable for use as a beverage*, and only such an amount may be employed as is necessary to extract the properties of the ingredients or to serve as a preservative or solvent." In other words, the product must be primarily a medicine and not a beverage, and the actual content of alcohol is really incidental.

* * *

**FINED FOR  
SELLING ALCOHOLIC  
"PATENTS."**

The foregoing reference to liquor patent medicines reminds us that over twenty druggists in Portland, Maine, have recently been made to pay fines of \$12.50 each for keeping in stock some of the tabooed articles. It will be remembered that druggists can legally sell these preparations only when possessed of a United States internal revenue liquor license, and yet the possession of such a license in prohibition States like Maine is usually considered evidence in itself of a violation of the State liquor law. The Portland druggists were therefore between the devil and the deep blue. If they had taken out government liquor licenses they would have been pounced upon by the State authorities: not taking them out, and still selling the liquor proprietaries, they were pounced upon by the Federal authorities. It therefore seems that the only method of escaping punishment in prohibition States and localities is to refuse the sale of these articles altogether—even, indeed, to refuse carrying them in stock, for after all it was their mere possession for which the Portland druggists were prosecuted.

**POSTGRADUATE  
INSTRUCTION  
FOR PHARMACISTS.**

The Philadelphia branch of the American Pharmaceutical Association is taking a unique and significant step in planning for a series of lectures and demonstrations during the coming winter which will constitute a short course of postgraduate instruction for local pharmacists. The lectures will be given monthly from November to April. The subjects are the following: (1) "The Microscope and the Examination of Crude Drugs and Powders;" (2) "Clinical Laboratory Work—a Possibility for Future Pharmacists;" (3) "Pharmacodynamics—Practical Tests for the Efficiency of Drugs;" (4) "A Transformation of Elements and Modern Theories of Matter;" (5) "Assay Processes, Their Uses and Practical Value;" (6) "Botany as a Hobby and a Useful Science for Pharmacists." If this series of lectures and demonstrations is well attended, and if the drug trade shows a sufficient degree of interest in it, the plan will doubtless be followed by other branches of the A. Ph. A. throughout the country. It is all of a piece with one of the great functions of the A. Ph. A., which has well been termed a postgraduate school of American pharmacy. Particulars regarding the Philadelphia course of lectures may be gained from the secretary of the branch, M. I. Wilbert, 2811 Diamond Street, Philadelphia.

* * *

**LOUISIANA AND  
THE GRADUATION  
PREREQUISITE.**

Those pharmacists who believe that the future welfare of the profession is largely conditioned upon an elevation of educational standards were pleased at the recent passage of a prerequisite law in Louisiana. They were sorry, however, that the Governor vetoed it under a misapprehension of its nature and purpose. It will doubtless be reintroduced and more vigorously supported the next time. Graduation from a reputable college of pharmacy was made necessary on the part of those who desired to become drug-store proprietors in the State. It was provided, however, that the bill would not go into effect until 1910—a wise arrangement which would have given everybody a chance to adapt himself to the changed conditions. New York, Pennsylvania, and Hawaii have graduation prerequisite laws, as our readers know, so that Louisiana would have made the fourth link in the chain. In Wisconsin, furthermore, the Board of Pharmacy established this requirement on its own initiative two or three years ago. At this year's meeting of the

South Carolina Pharmaceutical Association it was recommended by President C. A. Milford that a college course be rendered compulsory in that State, and this recommendation was afterwards approved by the committee to which the president's address was referred. After a long and spirited debate, however, the proposition was tabled by a close vote of 33 to 30.

* * *

#### U. S. P. AND N. F. IN EVERY STORE.

Some months ago we gave statistics in this department showing that copies of the National Formulary and the U. S. Pharmacopœia were by no means to be found in every drug store. Many pharmacists had been found by the food-and-drug commissioners of various States to be very derelict in this direction. And yet it cannot be gainsaid that the pharmacist who is not in possession of these two standard books, and the latest editions of them at that, is hopelessly unable to have his stock of medicaments conform to the stipulations of the law. It must be remembered that both the U. S. P. and the N. F. are now *legal* standards and that their requirements must be followed if prosecutions are to be avoided. In view of the importance of the question it is significant that the A. Ph. A. and the N. A. R. D., independently of one another, passed resolutions at their recent annual meetings in favor of having a law in every State compelling the druggist to provide himself with copies of the latest editions of both the U. S. P. and the N. F. Many pharmacy laws will doubtless soon be so amended as to contain a provision to this effect.

* * *

#### A NEW CASWELL-MASSEY ENTERPRISE.

Soon after the financial stringency developed so acutely in the east last November, the Caswell-Massey Company, a corporation in New York owning six or seven retail drug stores, was compelled to go into the hands of a receiver. The concern had been organized a year or two before and had apparently found rather hard sledding. Since the receivership was inaugurated the stores have been sold off one by one, and we observe now that a new Caswell-Massey Company has been organized to take over the patent rights, trade-marks, and secret formulas of the original concern, as well as to conduct the store at the corner of Broadway and 31st Street—the pharmacy which Dr. Alpers had for some years, and which he sold out to the Caswell-Massey people soon after they were first organized. Mr. E. E.

Earnshaw, for many years connected with the Hall & Lyon Co. of Providence, is the leading spirit in the new enterprise, and the company is said to be capitalized at \$30,000.

* * *

#### THE HARPER TRIALS.

Readers of the BULLETIN will recall that Robert N. Harper, of Washington, after having been fined \$700 by the court for violating the Federal food and drugs act by the sale of "Cuforhedake," appealed the case and declared that he would fight it in the upper courts. It is now interesting to report that Mr. Harper has changed his line of action and has withdrawn his appeal. His explanation is that a civil suit is pending against him in another court, and the fundamental issues might just as well be settled in one instance as in the other. The civil suit is one in which the government has brought condemnation proceedings against certain lots of the Harper preparations offered for sale in Washington. The drug trade has been watching the progress of the Harper trials with keen interest, certain principles of interpretation being at stake which have much to do with the future enforcement of the Federal food and drugs act.

* * *

#### THE BAY RUM SITUATION.

The question whether bay rum brought from Porto Rico is liable to an internal revenue tax based on the content of alcohol is still on the carpet. Two test cases have been agreed upon by the importers, and the outcome is awaited with much interest. Fortunately the government officials and the importers are united in an effort to induce an early hearing, so that the trial will probably be concluded in the near future. There is only one cloud in the sky. The Commissioner of Internal Revenue seems to be very persistent in his endeavors to exact an import duty on bay rum. In one case the United States Court of Appeals decided that the tax which the Internal Revenue Department had exacted should be paid back to the importers; but the Commissioner of Internal Revenue refused to abide by this decision. We must therefore look to the new test cases now pending for a settlement of the question.

* * *

The William B. Riker & Son Co. has established a branch pharmacy in the large new office building at the corner of West 14th Street and 5th Avenue in New York. This now makes a total of 17 in the Riker group—10 in New York and 7 in Boston.

## EDITORIAL.

### BACTERIAL VACCINES.

What are known as "bacterial vaccines" are now on the market, and druggists, particularly those in the larger centers and those who cater especially to the medical profession, will soon be called upon to handle them. What are "bacterial vaccines?" In the first place let it be said that they are very different in nature from smallpox vaccine and that it is necessary to guard against this confusion of terms. Quoting somewhat from an editorial on "the opsonic theory" printed in the *BULLETIN* a year and a half ago, we may give the following explanation:

It has been known for some time that the leucocytes, or white blood-corpuscles, have a capacity for digesting and consuming certain disease germs or bacteria: hence probably arises in large measure the ability of the body to throw off diseases to which it has been exposed. But a strange fact is that the leucocytes cannot digest bacteria except under certain conditions. Separate the leucocytes from the blood, mix them with some streptococci grown in an artificial medium outside the blood, and no digestion will take place. But add some blood or blood serum to the mixture, and the leucocytes will quickly destroy the bacteria!

The blood, then, or something contained in it, is necessary to prepare the germs for consumption. What is it that exercises this function? Well, it has been assumed that blood contains certain agents called "opsonins," and that these act in some way, as yet unknown, in making the germs attractive to the leucocytes. We shall understand these substances better when we realize that the word "opson" means a sauce or relish, and that an "opsonin" is a species of ketchup which so flavors bacteria as to render them appetizing to the leucocytes.

Now Sir A. E. Wright, a London physician and investigator, has made a remarkable application of this theory. He has devised a method of increasing the quantity of the opsonins in the blood, thus enhancing the resistance of the body to disease.

It is a well-known physiological principle that supply grows with demand. Exercise a muscle and it increases in size and power. Give a meat diet and the secretion of pepsin and trypsin increases from their respective glands. Augment beyond the

normal the fats in a dietary, and the steapsin follows suit; hence if we make a call on the body for an opsonin by injecting therein the germs which absorb it, we stimulate its production and an increased supply follows.

Wright makes sterilized cultures of germs—in other words, dead germs—and these he calls bacterial vaccines. Injecting one of these vaccines into the blood, a portion of the supply of opsonin is utilized, and, for the time being, resistance to the disease is thereby lowered. But in response to this increased demand a new and larger supply of the opsonin is developed, and the vaccine injections are continued until the opsonic power has by this means been increased as much as possible. Then the capacity of the body to resist or to throw off the disease has been developed to the maximum.

It should be explained that not all disease germs are thus consumed by the leucocytes, and that the use of the "bacterial vaccines" is thereby limited. Furthermore, each particular germ has its own particular opsonin, so that the bacterial vaccine must needs be different in every case: it is composed, indeed, of the dead and sterilized germs of the very disease upon which it is desired to wage warfare.

Remarkable results have been attained by Wright in the treatment of erysipelas, abscesses, acne, and certain localized forms of tuberculosis. It is hoped that more and more diseases will be found subject to the opsonic treatment, and that a wide field will thus be opened up for the application of this beneficent discovery. Much experimental work has been done in the United States during the last two years. A large firm of manufacturing biologists,* for instance, had one of its experts in Wright's laboratories for some weeks, and since his return nearly two years ago the Experimental Department of the house has not only been carrying on elaborate investigations but has been giving instruction in the technique of the treatment to physicians from all over the country who have visited the laboratory for this express purpose.

With some diseases it is necessary to make the vaccine for each patient, and from the very bacteria taken from that patient's organism. With others, however, it has been found that general or "stock" vaccines serve the purpose, and several of these have now been marketed. The house previously referred to has, for instance, recently begun the preparation

*Parke, Davis & Co.



of the following vaccines: *Staphylococcus* (Aureus), *Staphylococcus* (Albus), *Staphylococcus* (Citreus), *Staphylococcus* (Combined), *Streptococcus* and *Gonococcus*.

In general it may be said that these vaccines are used whenever the germs indicated have gained access to the organism and have set up disease. If by a bacteriological examination the physician finds, for example, that an abscess is caused by *staphylococcus albus*, or *staphylococcus aureus*, or *staphylococcus citreus*, he employs the vaccine made from the specific germ involved. If he finds that "multiple boils" are caused by a mixed infection of all these types of *staphylococcus* germs, he uses the "combined" vaccine. *Streptococcus* Vaccine is employed whenever there is infection from the *streptococcus* germ, such as in erysipelas and pseudodiphtheria, certain forms of tonsillitis and rheumatism, and the complications of scarlet fever, smallpox, and tuberculosis. The *Gonococcus* Vaccine (not to be confused with Antigonococcic Serum, which is a very different product) is used in chronic manifestations of the disease—gonorrheal rheumatism, gleet, and the like.

Just how great will become the use of these bacterial vaccines remains for medical science to determine. In the meantime the druggist should be interested because, first, he belongs to a profession allied to that of medicine, and secondly because he will be called upon to supply the vaccines upon the demand of physicians.

#### THE PROPOSED 'PHONE BUREAU IN WASHINGTON.

It is certainly to be hoped that the N. A. R. D. will succeed in its purpose of having the American Telephone and Telegraph Co. establish a bureau in Washington for the purpose of improving the telephone conditions prevailing in the drug stores of various large cities throughout the country. In a word, the idea is to have the slot instrument adopted in every city of any consequence. Just what this arrangement means for the druggist, and likewise for the company itself, was strikingly pointed out by J. F. MacDonald at the Atlantic City meeting of the N. A. R. D.

Mr. MacDonald, it may be explained, is an employee of the Telephone Co. in Chicago, and, working in close coöperation with the various telephone committees of the N. A. R. D., he has been enabled

during the last few years to install slot 'phones in a number of cities, with great financial advantage to his own employers as well as to druggists. As it is now, however, he is limited in his jurisdiction to the Chicago territory, and he cannot undertake the settlement of conditions in other sections without going to the trouble, which is sometimes very great, of making formal arrangements with the local branch of the American Company. If he were made a bureau head of the parent concern at Washington, he would have it in his power to undertake the improvement of the telephone situation in any city so far as druggists were concerned.

In speaking on the subject at the Atlantic City meeting, Mr. MacDonald mentioned a few surprising facts. In the days prior to the installation of slot 'phones in Omaha, one druggist had permitted the public to use his instrument on an average of 285 times a day—285 free calls, mind you. And the druggist paid the freight! If he had received five cents a call, and had gotten his commission from the company, he would have earned \$2500 a year from that one instrument alone, and the total receipts would have been \$5200. Some of the business would of course have been lost if the free use of the service had been withdrawn, but a large net revenue would have remained instead of a considerable expense.

When Mr. MacDonald first took up the work of installing slot 'phones in drug stores, he met not only with objections from the druggists, but with opposition from the telephone companies themselves. A considerable time elapsed before he was able to convince the companies that it would be profitable for them to make the change. In Chicago, for instance, the telephone company now has a revenue of \$600,000 annually from druggists; previously to the adoption of slot 'phones the returns were \$205,000. In other words, the company's receipts from this one source alone have trebled. In the meantime the druggists of Chicago have saved \$205,000 a year in rentals and have earned annual profits of \$145,000. What about the public? Well, the better class of people have profited also, for the reason that the service has greatly improved and it is possible with the slot 'phone to find the instrument available when with free service it is always in use.

Since the general adoption of slot 'phones in the drug stores of all the larger cities would be clearly profitable to the companies themselves, there ought to be no difficulty in inducing the parent concern

to establish the proposed bureau in Washington, with Mr. MacDonald, of course, in charge of it. The N. A. R. D. at the Atlantic City meeting passed a strong resolution favoring this step, and the matter will be taken up with the American Telephone and Telegraph Co. at an early date—if, indeed, it has not already been done.

#### SOME EDUCATIONAL FACTS.

That much yet remains to be done in elevating the standards of pharmaceutical education throughout the country, and particularly in rendering the work of the colleges more uniform, was shown by reports read this year before the Section on Education and Legislation of the American Pharmaceutical Association. Chairman England, in his address before the Section, declared that ninety colleges of pharmacy in the United States were unquestionably far more than were actually required. In the interests of pharmaceutical education he thought amalgamation was in order, and he referred to the recent affiliation of the Scio and Pittsburg Colleges as being a step in the right direction. Secretary La Wall afterwards gave some statistics bearing out the contention of Chairman England. We are quoting in part:

Maximum number of students in 1907-8.....	472
Minimum number of students.....	10
Maximum number of graduates.....	140
Minimum number of graduates.....	1
Maximum weeks of instruction.....	144
Minimum weeks of instruction.....	30
Maximum hours of lecture work.....	3012
Minimum hours of lecture work.....	200
Maximum hours of laboratory work.....	3024
Minimum hours of laboratory work.....	100

What a surprising, almost discouraging, contrast! Much moralizing might be done with profit on this showing, but we leave the facts to speak for themselves. They are eloquent.

Incidentally Mr. La Wall reported a significant truth when he declared that despite the continuous elevation of standards in pharmaceutical education the student attendance was constantly increasing. This punctures the belief of many people that the more severe the requirements are made, the greater will be the difficulty of attracting students. During the last school year there were over 5000 pharmaceutical students in the United States, and 1553 graduates.

## THE HALL OF FAME.

#### TAKEN IN ATLANTIC CITY.

This pair of handsome and well-groomed men, in attendance upon the annual meeting of the National Wholesale Druggists' Association in Atlantic City, were taking a chair ride on the Boardwalk one morning when the temptation to visit one of the numerous quick-delivery photograph galleries along that interesting thoroughfare became too great to be resisted. When you are in Atlantic City you have to do as everybody else does. The man at



J. C. SPRATT AND HARRY SKILLMAN.

the left is J. C. Spratt, manager of the Traveling Service Department of Parke, Davis & Co., while the one on the right is Harry Skillman, business manager of the BULLETIN OF PHARMACY. If Mr. Skillman were in Detroit he would deny us the pleasure of using his photograph in the BULLETIN, and we are consequently taking an unfair advantage of his absence. We may hear from the Business Department yet, but we scarcely expect to be greeted with physical violence.

#### A PHARMACEUTICAL REFORMER.

George H. Boyson is the man who made such a sensational address this year in his capacity as president of the Iowa State Pharmaceutical Association. Mr. Boyson struck out straight from the shoulder

in discussing the liquor conditions throughout the State, and he nearly had the whole convention by the ears. He declared that the situation was a disgrace; that a few druggists throughout the State had for years conducted what really amounted to saloons; that they had brought the whole calling into disrepute; and that the only rational thing to do was to go to the State capital and seek the enactment of a law positively prohibiting the sale of



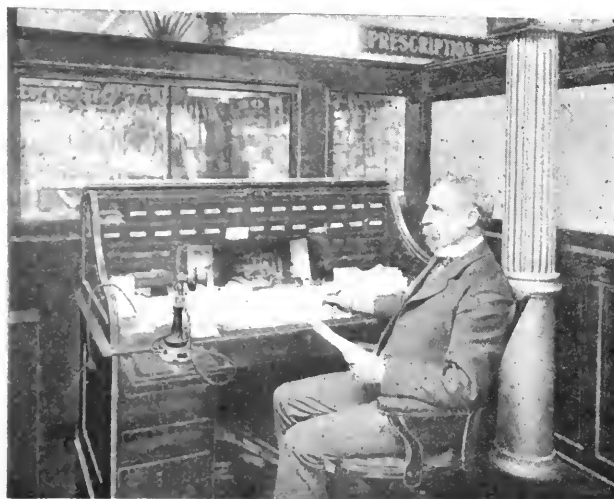
Geo. H. Boyson.

liquor in drug stores. Mr. Boyson was pretty strong in some of his statements—a little too strong, indeed, for the association. His recommendations were therefore not adopted, and some of his assertions were even ordered expunged from the minutes. That he brought a crying evil into sharp focus, however, and that he paved the way for rational reform a little later on, seems quite certain. Mr. Boyson is a member of the drug firm of the Boyson Drug Co. of Cedar Rapids.

#### THOMAS STODDART HOME AGAIN.

Thomas Stoddart, the well-known pharmacist of Buffalo, is back at his desk after having made another visit to his native heath in Scotland. Mr. Stoddart and his brother Charles came from Scotland at an early age, were drug clerks in Buffalo from 1872 to 1876, and during the latter year established a drug store which has now become one of the five or six largest in the country. In point of floor space, indeed, it probably exceeds any other in the United States.

Thomas Stoddart makes quite frequent visits to Scotland and keeps in close touch with the old country. In Buffalo he has many interests outside of the Stoddart pharmacy and is prominent in the civic



Thomas Stoddart seated at his desk in the Stoddart pharmacy on Seneca Street.

and business life of the city. He has been, and for all we know now is, a city councilman, and he has also served as the presiding officer of the council. His name has frequently been mentioned for the mayoralty. He is president of the Empire State Drug Co. and has been president also of the New York State Pharmaceutical Association.

#### TWO MINNEAPOLIS PHARMACISTS UP FOR OFFICE.

Charles H. Huhn has been made the Republican nominee for mayor of Minneapolis by a majority



THOS. VOEGELI.

in the primaries of something like 10,000, while Thomas Voegeli is the Republican nominee for Park Commissioner. The election will of course

take place about the time this issue of the BULLETIN reaches its readers, and the numerous friends of both men in N. A. R. D. and other circles will hope that they are chosen by the voters of the city for their respective offices.

The announcement of Mr. Huhn's nomination was received by wire during the Atlantic City meeting of the N. A. R. D., and when the message was read from the platform it aroused enthusiastic applause. A telegram of congratulations was voted to be sent in response. Incidentally it is of interest to note in this connection that Mr. Huhn was elected president of the American Druggists' Syndicate at the annual meeting held in New York a few weeks ago.

Mr. Voegeli has delivered many addresses on park beautification during the last few weeks in Minneapolis, and those pharmacists who have heard him speak at the annual meetings of the N. A. R. D. do not need to be told that he has ideas and knows how to express them.

#### A HUSTLING WESTERNER.

Mr. A. G. Sigurdson, the young man shown in the accompanying portrait, is not far from the quarter century mark in point of age, but he has shown



A. G. SIGURDSON, OF VALLEY CITY, NORTH DAKOTA.

a good deal of ability in the conduct of a drug store. He is the junior member of the Dakota Drug Co. of Valley City, North Dakota, and the manager of the establishment. The store itself is shown in the

second illustration. The pharmacy was taken over by the Dakota Drug Co. in June, 1906, at which



Store of the Dakota Drug Co.

time Mr. Sigurdson assumed the management. The store is very deep, has entrances on two streets, and carries a stock worth not far from \$30,000.

#### DEATH OF GEORGE W. VOSS.

George W. Voss, a well-known Cleveland pharmacist, and for many years a member of the Ohio Board of Pharmacy, died suddenly in Paris this



GEORGE W. VOSS.

summer. During the last few years, as many druggists know, Mr. Voss had given up the active practice of pharmacy and had made a regular business of arranging European tours and directing the parties himself. On this occasion he was on his way homeward when stricken in Paris with an ailment which quickly took him off.

## THE OBSERVER'S COLUMN.

"Well, you ought to have been here last night! We had an experience that you should have witnessed!" exclaimed the Proprietor as the Observer walked into the store one morning recently.

"So? Tell me about it."

"A woman came in here and asked for some carbolic acid. Her pleasant manner put me off my guard completely, and I asked her how much she wanted. Ten cents' worth wouldn't be enough, she thought, after I had shown her an ounce bottle, and she remarked in the most casual tone in the world that 'she had a good deal of cleaning to do and needed quite a lot of the stuff.' So I put up a four-ounce bottle for her and was wrapping it when she said:

"'Are you sure that's strong enough? I have gotten it before that was too weak to be any good. Let me smell it.'"

"So I pulled the cork, smelled of it myself, and handed the bottle over the counter. Before I could say 'Jack Robinson' the expression on her face became transformed, she had put the bottle to her mouth, and was drinking the stuff as fast as it would run out! What do you think of that for a nerve-racking experience?

"Well, I vaulted over that counter like a college athlete, grabbed the bottle, threw it on the floor, and yelled for the clerk in the back room. I had wit enough to tell Jack to bring some whisky, and I poured a liberal dose down the woman's neck, although she struggled like a fiend and was mad clean through that her little game might be spoiled. Then I called up a doctor on the 'phone, and as soon as he came he doped her again and bundled her off to the hospital.

"Dead? Blamed if I know. Guess not. I don't believe she took enough of the stuff, and then, too, that whisky got in its work pretty quick. But the woman's mouth and face were quite badly burned, and she certainly gave me a scare that will do for a while. Whew! I sweat blood for a few minutes—no more such experiences for me, thank you! The next man or woman who comes in here for carbolic acid has got to put a hand on the Bible and swear what the stuff is wanted for. Hereafter I'm from Missouri on this proposition!"

All of which reminds the Observer of his conviction that every large city ought to have an ordinance governing the sale of carbolic acid. Every time he runs across a set of statistics indicating the frequency with which this acid is used for suicidal purposes he is more than ever sure of the soundness of this view. Carbolic acid tops all other poisons in popularity among those who desire to leave this vale of tears, although a more painful and distressing route to the future abode of man could scarcely be selected.

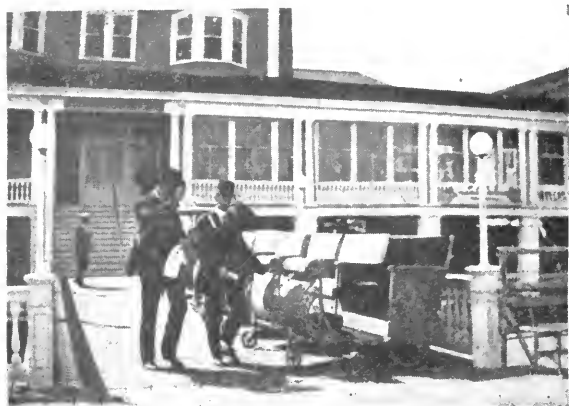
The Observer has watched with interest to see cities like New York, Chicago, St. Paul, Minneapolis, Cincinnati, and Newark enact ordinances governing the sale of so dangerous a poison. The Chicago ordinance, for instance, restricts the sale of carbolic acid in solutions greater than 5 per cent in strength to physicians' prescriptions *unless the substance is admixed with equal portions of alcohol and glycerin*. It has been well known of late years that alcohol acts efficiently as a physiological antidote to carbolic acid without in any way interfering with the properties of the latter as a germicide and antiseptic.

The sale of such admixed solutions for general use is certainly an excellent idea, and the Observer may venture the opinion that if a preparation of this kind had been sold to the woman whose case is narrated in the foregoing incident, her little scheme would have been successfully foiled. The Proprietor would have been assured that her efforts to do herself injury would be in vain—although ordinary prudence would of course dictate that she be taken in hand afterwards and given proper attention.

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### The Estimation of Phenol.—

In a paper read before the Scientific Section of the American Pharmaceutical Association in Hot Springs, Arkansas, W. A. Puckner and A. H. Clark described a method for estimating phenol in tablets containing, besides this ingredient, bismuth subnitrate, opium, and aromatic powder. Experiments attempting to separate, by means of solvents, the phenol from other constituents prior to its estimation were abandoned in favor of methods wherein the phenol was separated by distillation. Liberation of the phenol prior to its distillation by means of phosphoric acid was found to be objectionable in that nitric acid from the bismuth subnitrate was liberated and interfered with the estimation of phenol. Finally, a method was adopted in which the mixture containing the phenol was treated with an excess of alkali, the phenol then liberated by saturation of the solution with carbon dioxide, distilled, and estimated by the U. S. P. method as tribromophenol.



This shows the front entrance to the "Royal Palace," where the N. A. R. D. had its headquarters and where the meeting was held. It will be seen that the hotel is right on the boardwalk. Chairs for the accommodation of tired or money-free members are in readiness at the right of the picture.



In this view the ladies are just starting out for the chair ride on the boardwalk which comprised for them the chief entertainment feature of the week. The line of chairs was—well, we hesitate to say how long it really was. It was imposing! Such an array of femininity is rarely seen.



Mrs. W. C. Anderson and Miss Muir, both of Brooklyn, were snapped on the boardwalk one morning when the Atlantic City breezes were characteristically brisk.



These four people, reading from the left, are Mrs. Charles F. Mann of Detroit, Mrs. Edward Williams of Madison, Wis., Miss Daisy A. Frick of Audubon, Iowa, and Mr. Williams. Miss Frick is a very successful woman pharmacist and is the proprietor of a prosperous store in Audubon.



The "grand march" of the chair ride (if we may be permitted to mix our figure of speech) was led by the ladies shown in this view. Mrs. L. O. Wallace, seated on the right, is the retiring president of the W. O. N. A. R. D., and Mrs. J. G. Godding, at the left, is the retiring secretary.



Here we see Miss Muir surrounded by a group of admirers, with the sad sea waves in the background. The picture was taken in front of the "Royal Palace."

**N. A. R. D. Snapshots taken at the recent Convention in Atlantic City.**





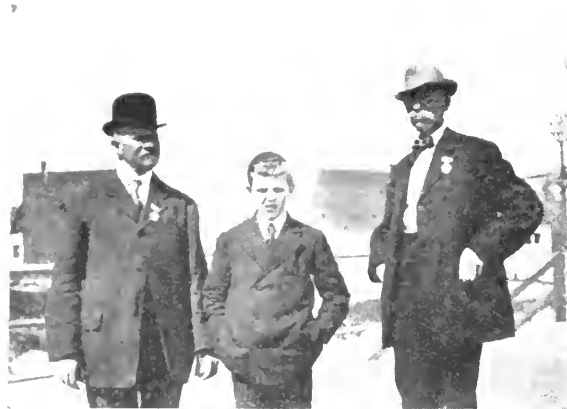
These two men, snapped in front of Chamber's pharmacy on the boardwalk, are Baltimoreans. M. M. Fouch stands at the left and M. S. Kahn at the right. Mr. Kahn narrowly escaped being elected a member of the National Executive Committee.



These men are R. H. White of Philadelphia and D. M. Knabb of Allentown, Pa. They were caught one morning as they were taking a stroll along the boardwalk—a favorite diversion during convention week.



This notable group comprises, reading from the left, Frank H. Freericks of Cincinnati, T. C. Haney of Columbus, William Bodemann of Chicago, and Joseph Helfman of Detroit. The week after the N. A. R. D. meeting Mr. Bodemann was fêted in New York by the German Apothecaries' Society.



Here we have two energetic members of the N. A. R. D. from Camden, N. J.—not to mention a third in process of preparation. The man at the right is William M. Kain, the one at the left Milton M. Osmun, while the promising young American in the center answers to the name of Osmun also.



The lady in the center of the photograph is Mrs. W. E. Lee, of Philadelphia, president-elect of the W. O. N. A. R. D.



The mirthful young woman in the center chair is Miss Natalie Hynson, daughter of Henry P. Hynson of Baltimore.

**N. A. R. D. Snapshots taken at the recent Convention in Atlantic City.**

## DOES THE HOLIDAY BUSINESS PAY?

A Careful Review of the Christmas Trade Conducted in a Town of Eighteen Hundred Population—  
The Stock Carried—The Methods of Advertising Employed—The  
Arrangement of Departments.

By O. R. NORRIS.

When the druggist who makes a special effort for the holiday business sits down at the close of the busy December month to figure up sales, expenses, and profits, there often appears before him, in the smoke that flows up from his Havana cigar, a large question, "Does the holiday business pay?"

Only those who have had the experience can answer this question. After passing through these annual holiday campaigns for the past ten or twelve years, and comparing notes for each year, we can truthfully answer the question in regard to our own business and say "That the holiday business does pay."

### THE STOCK.

Our stock is made up of several different departments and each one must have careful attention, in buying the stock as well as selling it. We have a complete jewelry department under the charge of an expert jeweler and optician. He gives this department his entire attention, and to him we look for the success of that part of the business. Our piano and musical department is also under charge of a man experienced in that line of work, while the rest of our several different lines of fancy china, cut glass, toilet goods, books, stationery, perfumes and toilet waters, toys, etc., are under the general management.

We always start early in the fall to open up our stock and get it ready for the early Christmas shopper. We enter the market early and have everything on the "ground of action" ready for inspection by November 10.

### ADVERTISING PLANS.

One of the most important questions in conducting these special holiday sales is, "What plan of advertising shall I use that will give me the best results for amount of money expended?" We have tried several different plans and find that it is always most profitable to start with a liberal amount of newspaper space, changing the copy each issue. We

generally start with a half page the first of December, and about ten days before Christmas increase this space to one page, changing the copy every day. It is very important to use a liberal number of cuts which exactly illustrate the goods. Old cuts are worse than none at all. Always give the price of articles described.

Every year we also devise a special scheme something out of the ordinary that will cause people to talk about our store. One year we used the following plan which was well worth the effort: We had several thousand small cards printed like the following:

DEAR FRIEND:

Will you please make your Christmas purchases at the Norris pharmacy. They are going to give away valuable presents to the boy or girl who has the greatest amount of business credited to his or her account. If every time you make a purchase at the above store you will give them one of these cards with the amount of your purchase marked upon it I shall thank you ever so much.

Amount of purchase,  
\$20.00.

Signed (JOHNNIE JONES.)

These cards were given out to all the children in the city with the instructions that they sign their name to each card and then call among their neighbors and friends asking them to make their purchases at the Norris pharmacy and use the card.

We gave a list of valuable premiums away, such as watches, rings, guns, books, toys, etc., which are so dear to every child's heart. We placed a large box in one corner of the store and deposited all the tickets in them, and on Christmas Day selected a committee of three people who opened the box and counted out the amounts on each ticket. You would be surprised at the amount of trade these tickets brought to the store. People who had never made a purchase at the place did all their Christmas shopping with us, in order that they might gladden some little child's heart on Christmas Day. We considered this one of the best special advertising plans that we ever used.

This year on Saturday before Christmas we had a State dairy meeting in our city, which brought here at least five or six hundred strangers. We lost no time in devising a plan to attract them to our store. Early in the morning (for this meeting was

in finding our store. "Santa Claus" also had a large pennant fastened to a horn with the word "Norris" printed on it in large plain letters.

This advertisement was a winner for us, and our store was crowded the entire day. Our large force of extra clerks was kept busy all the time.

To entertain our customers while they were in the store we secured a local orchestra to play for us on this date. During the entire holiday season we hired a young lady to play the piano all the time. On certain evenings we engaged the services of a young lady to favor us with a number of vocal selections. During these musical entertainments we never failed to enjoy a rush of business, for the music put a cheerful and lively spirit in the people's hearts and they were inspired to buy when they may have had no intention of making a purchase on entering the store. By previous arrangement on

Jewelry	Fine China
Gold-filled 20-yr. case with 7-jewel Elgin, Waltham, or Hamden movement...\$12.00	Fine Haviland Dinner Plates, beauties, for.....\$3.00
Gold-filled 25-yr. case with 17-jewel Hamden or Elgin movement..... 20.00	Best Decorated Haviland Cups and Saucers from \$3 a set to..... 5.00
Ladies' 25-yr. case with 7-jewel Molly Stark movement..... 15.00	Pretty Decorated Salads.... 25c
14-K. Solid Gold chains.... 6.00	11-inch Gold Decorated Salads for..... 50c
Gold Fobs, fine engraved charms, 5 in. long, 1 in. wide, a beauty..... 7.00	Beautiful Decorated Large Salads in all latest decorations for..... 2.00
Carmine Bracelets..... 5.00	Large 18-inch beautiful Decorated Chop Plates from \$1.50 to..... 3.50
Gold-band Bracelets from \$4.50 to..... 9.00	Great line of Japanese China. Direct import goods. Only 10c. for the small pieces and a large decorated Bon-Bon dish for..... 3.00
Cuff buttons from 75c. to Solid Gold ones..... 9.00	Beautiful Hand Painted plates from \$1.75 to..... 3.00
Large assortment of rings of all kinds.	Complete line of Cut Glass in large bowls, water jugs, tumblers, celery trays, bon-bon dishes and vases.
Silverware	Pocket Books
Berry Spoons, Gravy Ladles, Silver Spoons, Knives and Forks.	A great line of all the latest styles in Hand Bags, Purses, Card Cases, etc.
Great line of Fancy Box Stationery, all the latest styles.	Music Rolls
	Just the kind you want to make a present to your sister or sweetheart.

Two of the Norris ads. (See article on page 456.)

an all-day session) we had a young man dress up as Santa Claus. We ordered his suit custom made, so that he looked like the real "old fellow." He remained on the streets all day. At intermissions he would be at the hall where the meetings were being held, distributing handbills like the following:

**CHRISTMAS SOUVENIRS**—If you are a stranger in South Whitley to-day and wish to purchase a Christmas souvenir, we are headquarters for these goods, and extend you a special invitation to make our store a visit. We are sure that we have just what you want.

**CHRISTMAS PRESENTS**—Those who are familiar with South Whitley and visit it nearly every day in the week, but for various reasons have not made their Christmas selections, are especially invited to call at our store to-day and see our complete line. We have suitable presents for every one in the family.

NORRIS PHARMACY.

We had two large signs printed and displayed in front of the store so people would have no difficulty

Toilet Goods	Books
Ladies' Gold-plated, French Plate-glass mirrors from \$1 to.....\$5.00	The new Copyright Books published since Sept. 14th. \$1.25
Military Hair-brush sets for gentlemen..... 2.00	150 Copyright Books published previous to Sept. 14, choice..... 50c
Sterling Silver 5-piece toilet sets, very fine, from \$2 to 9.00	100 Alger and Henty Books for boys..... 25c
Fancy Celluloid Cuff and Collar Boxes.	100 Books for girls, from 35c. to..... 1.00
Fancy Leather Goods of all kinds.	Fancy Leather-padded Gift Books for..... 75c
An elegant display of Perfumes, from the 25c. package up to the \$5 cut-glass bottle.	The new Burnt Leather Gift Book, from 90c. to..... 1.50
Phonographs	Riley Illustrated Gift Books for..... 2.00
You could not now put a finer present on the Christmas tree than an Edison Phonograph. New December records in.	Toys
Pianos	Dolls from 25c. to..... 2.00
Now is the time to buy a fine Piano for your daughter. We handle the celebrated BALDWIN LINE.	Dolls' Cabs from 25c. to..... 2.50
The greatest line of Christmas Post Cards in the city.	Toy Pianos from 25c. to..... 1.00
	Our back room is filled with toys of every kind.
	Holiday Cigars
	In boxes of 25 cigars, just the thing to give to father, brother, or lover.
	Christmas Candy
	A complete line of Lowney's Beautiful Christmas Packages, from 39c. to \$3.00.

Two more Norris ads. (See article on page 456.)

Christmas morning old Santa Claus and his entire family arrived at our store at 9.30 and treated all the children. They came in a bob-sled, and their arrival was awaited by a vast crowd of boys and girls. In many instances the children were too

small to come alone and their parents brought them down; and while waiting in the store for Old Santa and his family to come they usually made some purchases. While we were busy waiting on trade with a store full of people our neighboring business men were standing at their front doors also looking for our Santa and his family.

#### STORE ARRANGEMENTS.

We have our store filled with show-cases, and whenever possible display our goods in them. We also have two large wall-cases where we exhibit silverware, fine clocks, fancy china, cut glass, etc. We try to separate each line of goods as much as possible, and instruct all our special clerks to attend

to these several departments. We always make it a point to have sufficient help. While it is true that all clerks are not busy all the time, it gives each one a chance to study his goods and be prepared to talk intelligently on them to prospective customers.

On these big days we use a regular cashier system. We never fail to have the store beautifully decorated and make every one feel inspired with Christmas cheer when they enter the store.

Our toy department is separated from the main room and takes up one entire room.

If any druggist who reads this article desires any further information on how we conduct our holiday business, we shall send them any advertising matter which we have on hand for the postage.

## SUGGESTIONS FOR THE HOLIDAY TRADE.

**What Druggists Have Done to Attract Christmas Shoppers—Specimens of Advertising which Have Proved Effective—Ways and Means for Stimulating the Sale of Gifts.**

Whatever be the significance of the Christmas holidays to the great mass of men, it spells work to the merchant and the druggist. For the gift season brings a busy whirl to the retail stores. The druggist has already done his buying. Manicure needs, toilet sets, candies, cigars, and presents without number will soon be in the window and on the show-case to tempt good givers. It remains only to attract holiday shoppers to the drug store by the distribution of circulars or by advertising in the newspapers.

#### THE RIGHT KIND OF AN AD.

In reading public announcements of holiday lines we are impressed with their variety. One firm will come out in the local paper with vague and glittering generalities about the merit of their Christmas gifts. Another store will devote the same space to the actual lists and prices of the articles in question with perhaps a few words about their superiority. The latter is the better way. People read Christmas ads. for suggestions. Selecting gifts is something of a task, and the first function of a Christmas ad. is to help the reader make his choice. By way of illustrating this point, we cite the newspaper advertisements of the Norris Pharmacy of South Whitley, Indiana, reproduced on page 455.

The Norris Pharmacy, it will be noticed, aims to

interest a wide range of buyers, including people of both sexes, young and old. In another piece of advertising they announce in bold letters

#### CHRISTMAS GIFTS

FOR

GRANDPA,

GRANDMA,

FATHER,

MOTHER,

BROTHER,

SISTER,

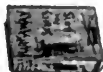
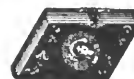
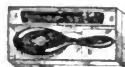
SWEETHEART,

BABY.

Other firms go so far as to classify their ads. under these different headings, enumerating the items which make suitable gifts for the various members of the family.

#### PUSHING CANDY.

Some druggists have doubtless prepared their Christmas ads. already. B. S. Cooban & Co., of Chicago, start to plan their holiday campaign as early as September. This firm relies particularly on a four-page paper, 9 by 12 inches in dimensions, setting forth a line of cigars, candies, toilet sets, manicure needs, perfumes, and anything else likely



# McCoy Pharmacy

**This Store now a Beautiful Bazaar**  
Affording a selection so vast and varied as to make a Perfect Paradise  
for Gift Getters.

**NOTEWORTHY VALUES IN GOODS SUITABLE FOR GIFTS**

**T**HE perplexing question at this time of the year is  
"what to buy at a moderate cost for a Christmas gift  
that will combine all the essentials of elegance, prac-  
ticity and appropriateness. A visit to our store can-  
not fail to offer many valuable suggestions.

**Our Toy and Doll Department is most Complete. See it**

## Christmas Candies

This is one of the important items dur-  
ing the holidays and of course you want  
the best. That means LOUWEY'S  
We have them in nice "Christmas"  
packages. All sizes.

## Post Card Albums

They are becoming a necessity and a  
gift of one of them will not be amiss.  
We have them in all sizes and styles at

**10c to \$1.75**

## Hair Brushes & Combs

Without question our line of them is  
most complete. We carry none but the  
best and at prices that will make them a  
desirable and economical gift.

## Military Brushes and Hand Mirrors

**75c to \$3.50**  
**75c and up**

## Cigars

We cater to the wants of our customers.  
We have the best brands. We keep  
our cigars fresh. You always get a  
good smoke from our case.

Christmas Boxes containing 12, 25 or  
50 Cigars at

**\$1.00 up**

## Pipes, Etc.

Pipes are more popular than ever and  
most smokers use them. We have them  
with plain and gold mounting.

French, Briar and  
Meersbaum, up to **\$4.50**

Cigar Trays, Smokers' Sets, Tobacco  
and Cigar Jars. A glance at our  
Cigar case will show you.



## Christmas and New Years Cards

You will want quite a few of these. We  
have enough for all.

## Perfumes and Toilet Waters

**TRUE ODORS FROM THE NATURAL  
FLOWERS.**

It is with pleasure that we call your at-  
tention to our perfume department. We  
have a large and varied assortment. To-  
gether with the standard odors we have  
a number of the latest creations. Among  
these we wish to mention is "POM-  
PADOUR" and "JANICE".  
These are new in fragrance, remarkable  
in delicacy, subtle and lasting in quality.  
Package suitable for Christmas  
gifts.

**25c to \$6.00**

## Toilet and Manicure Sets

These make one of the finest presents  
for a lady because they are both useful  
and ornamental. We have some pretty  
ones in French Stag, Cocobola and Sil-  
ver at

**\$1.25 to \$6.00**

## Leather Goods

There is something particularly pleas-  
ing about good leather goods. They  
make one of the most acceptable of  
gifts for men and women. A large  
selection to choose from in

**Hand Bags, Purses, Wal-  
lets, Music Rolls, Bill  
Books, Etc.**

## Books Specially for Christmas

Henry series for boys 25c. White and  
Gold series six titles, 35c. Love and  
Friendship series 20c. Earths, Art se-  
ries 15c. Bible 75c and up. You must  
see these books to appreciate their val-  
ue.

## Christmas Salads

Do not forget our Pure Imported Ital-  
ian Olive Oil when making up your list  
of wants for these.

**65c per Pint**

## Flavoring Extracts

You want the very best for the holidays  
so do not overlook our line. They are  
positively the very best that can be had  
and differ from the ordinary in being  
pure, rich, strong. They go farther and  
give the true flavor.

Extract Vanilla 15c per ounce; 2 oun-  
ces for 15c

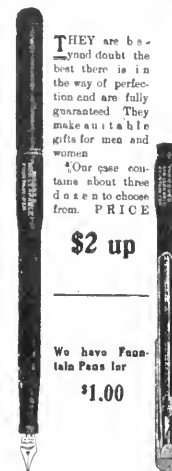
Extract Lemon and all others 10c

**We are Headquarters for Christmas Tree Decorations**



**Moore's Unleakable  
and Waterman**

**FOUNTAIN PENS**



THEY are be-  
yond doubt the  
best there is in  
the way of perfec-  
tion and are fully  
guaranteed. They  
make suitable  
gifts for men and  
women.

*Our case con-  
tains about three  
dozen to choose  
from. PRICE

**\$2 up**

We have Foun-  
tain Pens for  
**\$1.00**



**Writing Paper  
For Christmas**

If there ever was a delicate atten-  
tion in the way of a Christmas pres-  
ent it is a box of that remarkable  
Blue writing paper.

**EATON'S HOT  
PRESSED VELLUM**

Every time the recipient, whether  
wife, sister, daughter, or sweetheart  
opens the box, she is going to remark  
"but you and naturally she will write  
some of her letters to you upon the  
paper. We carry it in stock as well  
as Highland Linen, Berkshire Linen,  
Fabric and other well known Eaton  
"Barbours" papers.

**Hot Pressed 50c  
Vellum per box**

Our Prices Range from 25c to \$1.50

to attract holiday shoppers. To quote from one of their candy ads.:

"There is a mine of happy holiday hints in our candy stock alone. Every woman (and most men) together with all children love candy and your judgment won't go far astray when you give one of our handsome boxes of pure, delicious candy as a Yule-tide offering. We carry Huyler's, Lowney's, Johnson's, Allegetti's, Craftsman's Guild, etc. All are guaranteed pure and fresh."

#### PERFUMES.

A second page of Cooban's paper is devoted to perfumes. Various brands are quoted and there appears a little talk on the goods:

Cooban's assortment of perfumes is simply irresistibly fascinating to the person of taste. We have the finest odors of the most popular imported and domestic perfumes; such as Lazell's, Colgate's, Palmer's, Lundborg's, Roger & Gallet's, Woodworth's, Alfred Wright's, Pyxer's, Legrand's and Imperial Crown. Here you will find perfumes in bottles or in bulk to fill your old bottles. The dainty holiday bottles and packages add to the attractiveness of our perfumes for holiday gift giving. Look at our array of Fancy Boxes for Christmas shoppers. The very best perfumes made, either Palmer's, Lazell's or Wright's—Highest quality.

#### MANICURE REQUIREMENTS.

Cooban's quarter page ad. on manicure sets will also be found suggestive to any druggist who contemplates something of the kind:

### MANICURE NEEDS FOR GIFT GIVING

**T**HE person of refinement shows it by well kept hands. There are some splendid ideas for most acceptable holiday gifts in Cooban's well selected stock of Manicure Needs. Let us show you what we have in

<b>Manicure Scissors</b>	<b>Manicure Files</b>
<b>Manicure Powder</b>	<b>Manicure Buffers</b>
<b>Emery Boards</b>	<b>Manicure Paste</b>
<b>Orange Wood Sticks</b>	<b>Nail Polishers</b>
<b>Complexion Brushes</b>	<b>Manicure Sets</b>
<b>Etc., Etc.</b>	

In Enamels, Nail Bleaches and Creams, we have about everything you want.

An ad. by Mr. Cooban.

#### KEYES'S STORE PAPER.

Minor E. Keyes, of Detroit, Mich., distributes a paper during the holidays to tempt shoppers in his

vicinity. Located in the east end of the city, Mr. Keyes must compete with the down-town stores—the large pharmacies located in the busy districts.

### SHAVING MUGS

A unique line of fancy and plain mugs of many shapes and sizes. A nice gift to any man and always appreciated.

**15c to 50c**

### SHAVING BRUSHES

The kind that don't shed their bristles. Hundreds of them, all new ones and good ones. Put one in that mug you are going to buy.

**15c to \$1.00**

### RAZORS—STROPS

Hollow ground, keen edge Razors of best tempered steel. All guaranteed. Best hide Strops. Safety Razors.

**\$1.00 up**

Some of Mr. Keyes's ads.

He therefore lays particular stress on the price of the various novelties throughout his advertising.

Of course, Christmas trade will vary directly with the efforts of the druggist. This is a season which calls for salesmanship on the part of the clerks and proprietor as does no other time of the year. People have only a vague idea of what they want. A woman's purchase may amount to two dollars or six, depending upon the nature of the goods and the influence of the clerk. A vase presented to a woman in the proper light with a little courteous demonstration of its beauty will mean a sale when an indifferent presentation would have no effect on the buyer.

Christmas is indeed a time when the druggist should talk his line. At other seasons of the year people have a fair idea of what they want, with the result that they tolerate fewer suggestions from the salesman. But during the holidays conditions are different. Shoppers wander from one object to another in a feeling of dim uncertainty. It remains for the druggist to pick up the various novelties on his cases, talk them, and handle each one with a care that induces the customer to buy.



## A THANKSGIVING CANDY DISPLAY.

By C. H. PITTS,  
St. Paris, Ohio.

One of the best trims that I have ever made appeared in my window on Thanksgiving Day last year. The color scheme was white and gold. The top of the window was covered with white and gold crêpe paper braided like basket work, the strips being five inches wide. White crêpe paper over-

fowls and birds were suspended on threads from the top. The signs read: "We give thanks for life's sweets." "It's your wish to get the purest and most delicious chocolates." "It's our wish to supply you with these fine chocolates."

The floor of the window was covered with white



spread the back and sides of the window, and in addition the back was draped as shown in the accompanying engraving. Artificial autumn leaves were pinned around the edge of the display. Two wish-bones which measured eighteen inches under the arch were suspended from the top, and on each one was perched a small papier-mâché turkey with spreading tail. Small wish-bones from different

crêpe paper. Upon this lay a large mirror, 28 by 36 inches, which supported pyramids of chocolate creams, chips, and cakes. A small turkey stood on top of each pyramid. On each side were fancy boxes of chocolates, while many fine packages were displayed on racks made for the purpose. Bouquets of artificial white, yellow, and red chrysanthemums appeared on each side of the window. Just back of

the mirror was a large wish-bone, prongs down. Beneath the arch stood a sheaf of natural wheat, bound with red ribbon. A small turkey was perched on top of the bundle and another at the base.

The large wish-bone measured three feet under the arch. All three of the large bones were made from pine boards whittled into shape, and painted and tinted like bone. I made them myself.

## WHY SOLUTIONS DETERIORATE.*

**Chemical Changes are Responsible in Many Instances—What These are and How They May Be Avoided.**

**By FREDERIC E. NIECE.**

One of the greatest annoyances that the pharmacist has to contend with is the inevitable spoiling of various substances in aqueous menstrua. On numerous occasions, no doubt, this matter has been patent to many of us. The annoyance of finding the condition of certain solutions contrary to our expectations is often a more serious matter at the moment than the loss of the actual cost of the preparation.

### CHEMICAL INFLUENCES.

These annoyances, however few or many, are not as a general thing the direct results of carelessness in the preparation of solutions, but more particularly in their keeping. Solutions seem to spoil in the very face of every precaution, and do so under conditions that appear to be totally invisible both to the eye and the mind. In one sense it is well to suppose that these changes are brought about by the existence of chemical energy working within the solution or coming from without. Aside from this we have other forces which seem to be working to the same end, which constitutes a large group of microscopic forms that are collectively known as micro-organisms.

The reason for restricting this paper to the narrow limits of chemical influences, and thus totally ignoring such an important branch as that of bacteriology, however, will become readily apparent when the reason is made known that, while both are generally associated in conditions of this kind, they cannot be properly dealt with in such a short treatise as this. Consequently, only the superficial chemistry involved in the spoiling of a few solutions, with a view of bringing into notice how and to what extent the elements influence the deterioration of

solutions, will be considered, thus refreshing the memory with ideas not entirely new but deemed of sufficient import for the purpose of averting these petty annoyances.

It is well understood that light, heat, and exposure go a great way in spoiling solutions. This is a fact undeniable, but since we have no tangible control over the elements it behooves us to either alter, modify, or otherwise eliminate these forces, as the case may be, to as low or high a degree as possible: but by some reason should this precaution be neglected and we find a spoiled solution in our stock, our only course then is to either discard the preparation entirely or, if possible, restore it to as near its original condition as is practicable, and yet not change it physically or otherwise add any substance capable of producing serious results. In the case of laboratory solutions this, in many instances, is perfectly permissible but sometimes impracticable, while with pharmaceutical solutions restoring methods have a wider field of adoption. This is of course dependent generally upon the dire need of the preparation for the moment or its basic cost.

### SOLUTIONS OF POTASSIUM IODIDE.

One source of unlimited trouble is the keeping of potassium iodide solutions in an acceptable state. This solution liberates iodine in a very short time, thereby producing a suspicious-looking preparation, making incompatibilities possible and oftentimes producing unpleasant physical symptoms. A reason is extant for this condition which is attributed directly to exposure or atmospheric influences, in which the combined action of oxygen and carbonic acid in the atmosphere in conjunction with light and heat tends to liberate free iodine, and this in turn forms the troublesome iodate. For this change oxygen and carbonic acid are dependent upon each other. This may be retarded to a considerable degree by

*Read before the Committee on Practical Pharmacy and Dispensing of the American Pharmaceutical Association at the meeting in Hot Springs, Ark., September 7-12, 1908.

using fresh distilled water, keeping solutions in a cool, dark place, well protected from light and exposure, with the addition of about 0.2 per cent of pure sodium thiosulphate. Water distilled from copper vessels is also credited with the same power. This causes the liberation of iodine by virtue of the presence of copper oxide, which is found to pass over in traces during distillation. To overcome this difficulty use distilled water known to be free from this source of supply.

#### AMMONIUM IODIDE SOLUTIONS.

Ammonium iodide and its solutions also liberate iodine in time. This is a much more weakly-combined salt than the former and therefore prone to quicker decomposition. The same cause for alteration may be to it as to potassium iodide, but then light and heat will act in the same way without the assistance of oxygen and carbonic acid. This condition can be greatly lessened by suspending a cube of ammonium carbonate in the vessel containing the salt, and by adding a few drops of a diluted solution of ammonia water to a solution of the same. The amount should be just in excess of that required to discharge the yellowish color.

#### CHLOROFORM WATER.

Chloroform water readily decomposes by the agency of light, heat, and exposure. By exposure we mean the constant opening of the containers during use. Several by-products of an acid nature are the result, in which odors similar to phosphorated hydrogen and decomposed marine algæ have been observed. By the permissible addition of four per cent of alcohol a solution is produced that will keep indefinitely.

Chloroformic solutions of iodoform are not as stable as alcoholic ones, because chloroform in some manner acts as a carrier of oxygen, which with the iodoform itself acts as an energetic liberant and thus frees the iodine from its own compound through the influences of direct sunlight. Chloroform itself decomposes appreciably in the presence of iodoform into several by-products which tend to act directly on the iodine. Chloroform for this purpose should be strictly U. S. P., and recently distilled if possible, and the finished product kept in sealed containers in a cool, dark place.

#### ESERINE.

Solutions of eserine salts by the action of light and oxygen and the alkali present in glass bottles soon develop a red color, a substance not thoroughly understood. By using sterilized water, making up

small quantities at a time, and coating the inner parts of the containers with paraffin wax, and pouring a small layer of previously washed and boiled paraffin oil over the surface of the solution, a condition is produced which will prevent this coloration to an almost unlimited time. Good glass-stoppered bottles should be provided, and the same with the solutions stored in dark places. To obtain the solution from beneath the paraffin layer a pipette must be resorted to, and since this solution is generally used for eye lesions the oil does not interfere with its use for this purpose in the least.

#### SOLUTIONS OF VARIOUS SALTS.

Ferrous sulphate solutions are readily oxidized and thus altered by the action of the oxygen in the atmosphere and light due to exposure.

In fact, water alone as a carrier of oxygen will produce the same results. I have kept a solution of the above salt indefinitely by using recently boiled distilled water with just sufficient sulphuric acid added to produce a decided acid reaction with litmus.

Solutions of sodium thiosulphate easily spoil by giving up sulphur by the action of the elements and their contained constituents. A drop or two of carbon disulphide, or a few drops of carbon tetrachloride, added to the solution, seems to prevent this change.

Silver nitrate solutions become dark on keeping on account of the action of actinic rays and the free alkali so often found in bottles. The black oxide of silver is formed. It may be prevented from forming to an unlimited point by first washing the bottles with a strong solution of nitric acid and storing the solution in a dark, cool place in orange-red bottles.

Solutions of lead bromide and many other soluble salts of lead are decomposed by the action of light into darker oxy-compounds. To avoid this, keep the solutions well corked in dark places.

Dilute nitrohydrochloric acid readily decomposes by losing chloronitrous acid. Solutions of this acid should be freshly made and stored in the ice-box.

Bitter almond water and dilute solutions of hydrocyanic acid are both liable to decomposition, due to oxygen from exposure, light, and temperature. To retard this process, add about two drops of a 25-per-cent solution of hydrochloric acid in water to every pint of the above solution.

Chlorine water undergoes rapid changes on account of the contact with oxygen from the air, light, and heat. Hydrochloric acid is no doubt formed.

The life of this water may be greatly prolonged

by placing some washed litharge in each bottle containing the water. This water should be kept in four-ounce amber bottles, well filled, kept cool and protected from direct light.

Another solution that often changes, and is an expensive one, is the solution of ammonium molybdate. This deposits molybdic acid, due to the loss of portions of the ammonia base caused by temperature and light. To obviate this, prepare two solutions, one of the salt itself and one of a 30-per-cent nitric acid, which use in proportions of one part of the former to three parts of the latter. This is calculated on a basis of 15-per-cent solution of the molybdate.

Solutions of lead acetate on exposure form heavy white precipitates of lead carbonate due to the

absorbed carbon dioxide furnished by the air. Traces of free acetic acid restrain the action of carbon dioxide.

Solutions of ammonium phosphate produce a precipitate of acid ammonium phosphate, primarily caused by the escape of free ammonia due to temperature. To avert this trouble add small amounts of free ammonia by using stronger water of ammonia.

Lotio nigra deteriorates from constant use and the employment of unclean vessels by the alteration of the "black oxide." The addition of 5-per-cent glycerin, or a 10-per-cent mucilage of tragacanth with 5-per-cent alcohol combined, will, by this means, prevent this change and thus aid to keep the oxide in suspension.

## DRUG-STORE YARNS.

By FRANK FARRINGTON.

If a druggist could remember all the funny things which he and his customers do and could narrate the incidents in a vivid style, he would be the champion funny man right away. The little tales which follow, however, are intended not so much to make one laugh as to throw light on certain phases of the pharmacist's work.

It is not unusual for drug stores to carry books, particularly a line of paper-covered novels. The titles of these specimens of cheap literature are often fearful things. But none of these appellations will compare with one asked for over my counter. A woman wanted a copy of "The Beautiful Croquette."

Another customer desired a nice book for a young lady friend. I showed her an attractive volume of "Hiawatha," but the customer said, "No, I don't want that. She's got Shakespeare, and there's a good deal of Hiawatha in Shakespeare."

Old Granny Bitters, or so I will call her, was particular about the bird seed she bought. None of the fancy boxed packages for her. She wanted it specially mixed. The favorite blend for which she asked was "A pound, two-thirds canary, two-thirds rape, and the rest hemp."

Larry Nichols had had appendicitis. When he came in on his first trip to town after recovering, he was cordially welcomed and received many inquiries about the operation.

"Well, boys, I'll tell you," said Larry. "It wouldn't have been so bad and there wouldn't have been much danger if my appendix hadn't been all covered with ulsters."

Somebody else didn't make this mistake. Silas Gray sold me a cord of wood, and I particularly specified that it was to be tip-top wood. It was to be used in starting up the fire in the heater at the store when it became low. I wanted something that would burn up quickly and make a ready heat. Silas brought the wood when I was out. I came back and found a cord of small round sticks. They looked like saplings chopped up. In a few days Silas came for his pay, and I berated him for bringing me such wood as that.

"What kind of wood did you ask for?" he inquired.

"Why," said I, "I told you plainly that it must be tip-top wood."

"Well," responded Silas, "if you want it to come from any higher up on the trees than it did, they'll have to grow the trees taller."

A good many druggists who have used calendars for advertising purposes have doubtless done as I did—give them out before Christmas in the belief that people would appreciate having them as greetings of the season. Perhaps some druggists have not yet tumbled to the fact that people are a great deal more anxious to get those free calendars before

Christmas because the pads on them are so convenient to detach and use on fancy articles made for gifts.

One way to counteract this is to stamp the store name on the January leaf of each calendar, and another plan is to refrain from giving them out until January 1.

Probably it is only a coincidence that a mail order which came in from a Mr. Goode was accompanied by a bogus fifty-cent piece. If the man was good his money was otherwise.

A call which I have never been able to analyze entirely to my own satisfaction was that of a customer who wanted "Poker chips to boil up for lice on cattle."

An elderly lady with a leaning toward religious literature and a decided liking for Ralph Connor's kind wanted a copy of "Black Crook," though she took "Black Rock." She probably never knew the difference.

A request by an old farmer for a bottle "of that there dilapidated water" was a more or less accurate

description of a well-known brand of cathartic water which certainly does have a dilapidated taste. It isn't to be wondered at that the old people sometimes forget the remarkable names of proprietary preparations. As one of our older patrons remarked, "Nothing will stay in a man's head after he's seventy but lice."

The druggists certainly have an opportunity to develop their sense of humor, and fortunately many of them do so. It is sometimes necessary to retire behind the prescription desk for a moment in order to still the risibilities which might cost the store a customer. No pharmacy ought to allow derision of any customer after he departs, but there is nothing to prevent the quiet enjoyment of a good joke, either on the buyer or on the seller.

The drug-trade journals often print illiterate orders from customers, and sometimes they are funny. The one given below is certainly puzzling if not amusing:

"A nipple for a baby without a hole for the air to get through with a ivory ring in it, price 15c."

## SYRUPS OF THE U. S. P.*

**Suggestions for Their Preparation Developing from the Author's Experience in Preparing Check Specimens for the Official Revision Committee—A Paper of Uncommon Value and Interest.**

**By E. FULLERTON COOK, P.D.**

*(Concluded from the October BULLETIN.)*

### SYRUP OF ALMOND.

While the present official syrup is not like the 1890 preparation in its appearance, it possesses the flavoring qualities of the old syrup in a much more permanent form. Besides, it is quickly and easily made at all seasons of the year. The sugar content is somewhat less than "simple" syrup (about 100 Gm. less per 1000 Cc.), owing to the method of preparation, in which 110 Cc. of flavoring, mostly orange-flower water, is added to enough syrup to make 1000 Cc. This could readily be overcome by adding the spirit of bitter almond and the orange-flower water to enough water to measure 450 Cc., and dissolving 850 Gm. of sugar in this liquid, finally making the volume exactly 1000 Cc. by the

addition of water. The sample, kept in a sterilized bottle, has developed within six months numerous small colonies of almost colorless organisms.

### SYRUP OF HYDRIODIC ACID.

When this syrup is made by the present official process, the greatest care is necessary in selecting the diluted hydriodic acid. If the acid is prepared in the store or laboratory it is important to first select the best grade of chemicals (crystal salts, especially tartaric acid, are preferable, since they are freer from impurities); they should be carefully weighed, and all apparatus used in the process must be scrupulously clean. This is necessary, since the acid quickly absorbs any foreign odors and produces an unpleasantly odorous syrup. When the alcohol is evaporated the temperature must not be too high and the last traces of alcohol should be dissipated, if the syrup is to be satisfactory. The syrup is very

*Read before the Section on Practical Pharmacy and Dispensing of the A. Ph. A., at the meeting held at Hot Springs, Ark., September 7-12, 1908.

light in sugar content (about 510 Gm. of sugar in 1000 Cc. of syrup), and the reduction in the amount of sugar, as compared with the 1890 syrup, has entirely overcome the tendency of the acid to caramelize the sugar, thus darkening the syrup. Samples of this syrup have stood for several years without darkening, and if the syrup and acid have been carefully made, using the best materials, it is, as at present official, a satisfactory product. No organisms have developed in the syrup in any of the samples; there is a slight, almost black growth in the diluted hydriodic acid from which the syrup was made, and this acid has developed a rather unpleasant odor suggesting stale water.

#### SYRUP OF ORANGE FLOWERS.

Orange-flower water, from which the syrup is made, as usually found in the store, contains an abundance of growth, and care must be taken to obtain a water free from such organisms or the syrup will not be even relatively permanent. The solution of the sugar will be facilitated by the addition of enough orange-flower water to make the contents of the bottle measure about 980 Cc. before agitating to dissolve the sugar, as suggested in the introductory remarks. The process and product are otherwise satisfactory.

#### SYRUP OF LIME.

The U. S. P. process is satisfactory. It required about six hours to filter the 1000 Cc. of syrup, which is very light in sugar content. The evaporation in the 1890 process was unnecessary. It is important that a good quality of lime be used. One sample of syrup was made from an oyster-shell lime, which was in grayish scales or masses, and contained small, hard, black pieces. The syrup from this lime was of a yellow color.

#### SYRUP OF FERROUS IODIDE.

The present official process is satisfactory. A sample of 1000 grammes has been standing in a quart bottle for six months, with an air space above the syrup; and no special precautions have been taken to keep it, excepting that the bottle has been corked. There is no darkening in color, even on the surface. It is noticeable that when the diluted hypophosphorous acid is added the syrup becomes slightly more yellowish in color.

#### SYRUP OF THE PHOSPHATES OF IRON, QUININE, AND STRYCHNINE.

Gentle heating seems necessary to dissolve the quinine as well as the soluble ferric phosphate, in

preparing the glycerite from which the syrup is made. Difficulty has been experienced in keeping the glycerite. Two samples, one made in the winter, the other in the summer, have both crystallized into a solid mass within a few days. Further work is being done upon this preparation.

#### SYRUP OF HYPOPHOSPHITES.

This is one of the syrups in which the solution of the sugar will be facilitated by the addition of enough water to make the product measure 980 Cc., before agitating to dissolve the sugar, as suggested in the introductory remarks. The difficulty of partial insolubility was experienced here, as it generally is when one makes a solution of calcium hypophosphite. It is supposed that a portion of the calcium salt is decomposed, during the evaporation and granulation, into an insoluble compound.

Although the samples were made as directed in the U. S. P. and the solution filtered before the sugar was dissolved, there has been some precipitate, after standing for eight months, of a white substance which adheres closely to the bottom of the bottle and will not shake into a mixture. All of the samples have developed microscopic growths in abundance. This syrup and the compound syrup of hypophosphites are the most difficult syrups in the Pharmacopœia to preserve from such a growth. The sugar content in this syrup is very light, being only 650 grammes to the 1000 Cc. of the finished syrup. If a much larger amount is used, however, say 800 grammes or 750 grammes, the sugar will force the hypophosphites out of solution, because of the greater solubility of the sugar.

#### COMPOUND SYRUP OF HYPOPHOSPHITES.

The process for this preparation, as changed in the additions and corrections of the U. S. P., in which the water used to dissolve the calcium, potassium and sodium hypophosphites was reduced from 450 Cc. to 400 Cc., produces a superior preparation. Here again, however, every precaution must be taken to avoid the introduction of mold organisms since the syrup is very difficult to keep free from their growth.

#### SYRUP OF IPECAC.

The official method is entirely satisfactory; the syrup is clear and free from precipitate after standing about a year. This process is a model for syrups made from fluidextracts. By adding the fluidextract to the water, allowing it to stand 24 hours until precipitation has taken place, then filtering, and dissolving the sugar in the clear filtrate, a



syrup is obtained free from the cloudiness which invariably results when a fluidextract is added directly to "simple" syrup. There are a number of official processes which should be remodeled on these lines.

The precipitation resulting from the addition of the fluidextract to the acidified water seemed to be large. It was carefully collected upon a tared filter, which, with the contents, was dried and weighed. For 70 Cc. of fluidextract, the precipitate measured 0.8 gramme and consisted of a dark-brown, resinous mass, which was insoluble, almost tasteless, and plastic when chewed.

#### SYRUP OF TAR.

The process for syrup of tar is an improvement over the syrup of the 1890 Pharmacopœia. The syrup can be made much more quickly and has a stronger tar flavor. As it stands, there is a tendency to darken, which was also true of the 1890 syrup. A slight deposit forms on the sides of the container after it has been made a few months, but the syrup itself remains clear. The process, as a whole, is very satisfactory. The mortar in which the mass has been triturated with the water can readily be cleaned by a little alkali. It is important to see, however, that no alkali has been used in the mortar before making the syrup, for, unless it has been very carefully cleaned, this would render soluble a much larger amount of the tar than is intended.

#### SYRUP OF WILD CHERRY.

The process should be modified in either one of two ways. According to the present official process, the percolation is continued until the liquid in the receiving bottle measures 450 Cc. Then the sugar (700 grammes) is dissolved in this, by agitation, without heat, and finally enough water is added to make the product measure 1000 Cc.

The 700 grammes of sugar will not dissolve in this amount of liquid since 150 Cc. of it is glycerin and only 300 Cc. is an aqueous percolate. It requires about 375 Cc. of water to dissolve 700 grammes of sugar and keep it in solution when cold. The one modification suggested is to continue the percolation until the liquid in the receiving bottle measures 550 Cc. This is permissible and will not make over 1000 Cc. of syrup when the sugar is dissolved. The other suggestion is the general one, which applies to a number of syrups: add enough water to make the product measure 980 Cc. before agitating to dissolve the sugar, finally

adding water to make 1000 Cc. The syrup of the U. S. P. VIII is lighter in color and not so astringent as the 1890 product. This is due to the glycerin being placed in the percolate as a preservative and not being passed through the drug with the menstruum. Since astringency is not desired, the syrup of the 8th Revision is to be preferred as its flavor is much finer. The keeping quality and appearance of the finished syrup are satisfactory.

#### SYRUP OF RHUBARB.

The addition of the potassium carbonate changes the color of the fluidextract from a greenish to a reddish color because of the action of the alkali upon the chrysophanic acid. The presence of this alkali probably renders the fluidextract more miscible with the syrup, since this preparation is the most satisfactory of those made by this process, namely, the direct mixing of fluidextract and syrup. The official process is satisfactory.

#### AROMATIC SYRUP OF RHUBARB.

With the exception of a ring of resin-like substance which has separated on the bottle at the surface of the liquid, this syrup is clear and satisfactory, pharmaceutically. The sample has stood about eight months.

#### SYRUP OF ROSE.

This process, similar to the process for syrup of ipecac, again shows the advantages of such a procedure. The finished syrup leaves nothing to be desired, although, when the fluidextract was added to the water, a marked precipitate resulted, which, in the quick process of mixing the syrup and fluidextract together directly, would have been present in the syrup. The syrup is of a beautiful red color and perfectly clear.

#### COMPOUND SYRUP OF SARSAPARILLA.

This syrup is as striking an illustration of the value of a proper pharmaceutical process as is syrup of rubus of the disadvantages of not following such a method. The fluidextracts were allowed to precipitate when mixed with water, the precipitate filtered out and the sugar dissolved in the clear filtrate. The syrup is clear, free from precipitate, and pharmaceutically perfect.

#### SYRUP OF SQUILL.

The 8th revision process produces a perfect syrup which keeps well and does not precipitate. The change made in the 1890 process for vinegar of

squill, that of boiling and filtering, to free it from albuminous substances, is very desirable. In the 1890 syrup this had to be done whenever the syrup was made. Now the whole lot of vinegar is treated at once and the syrup may be prepared without such a preliminary step.

#### SYRUP OF CALCIUM LACTOPHOSPHATE.

The syrup has kept perfectly for more than six months, the only precaution taken being the use of good material and filtered water for the preparation and the rinsing of the bottles. The syrup is strongly acid, but not unpleasantly so, especially when it is well diluted. A desirable modification is the use of 100 Cc. of water in rinsing the mortar, instead of 50 Cc. as officially stated. This will be doubly advantageous since it allows better rinsing of the mortar and filter and also leaves a larger amount of water for the solution of the sugar. The change is permissible; otherwise more would have to be added at the finish. It has been observed on several occasions that when the calcium carbonate was added to the lactic acid and water, and the contents of the mortar was in an active state of effervescence, the whole mass suddenly solidified, so that the mortar could be inverted without spilling the contents or dropping the pestle. This mass readily dissolved, however, upon the addition of the phosphoric acid.

#### COMPOUND SYRUP OF SQUILL.

The fluidextract of squill which is used in this preparation is now made with an acetic acid menstruum and contains no alcohol. In the process for the syrup, however, the mixed fluidextracts, measuring 160 Cc., are directed to be evaporated to 100 grammes, presumably to remove the alcohol. There is present, however, only about 40 Cc. of alcohol, from the fluidextract of senega, which would weigh about 33 grammes. It was found to be difficult to evaporate the mixed fluidextracts to 100 grammes, at a low temperature, and certainly required much more heating than should be used. Evaporation should be continued until the mixed fluidextracts weigh about 130 grammes if the evaporation of the alcohol is necessary, but why should the alcohol be removed at all? Many syrups contain from 2 to 5 per cent of alcohol.

In six months the finished syrup has precipitated badly; a fine, slimy deposit has formed in the bottle, which mixes readily, producing a cloudy syrup. This may be the albumin-like principle from the fluidextract of squill, and it may be found necessary

to heat the fluidextract to boiling and then filter it to get rid of this substance which afterwards precipitates.

#### SYRUP OF KRAMERIA.

This syrup, pharmaceutically, is unsatisfactory although it may be efficient medicinally. The addition of so large a quantity of fluidextract to syrup (450 Cc. fluidextract: 550 Cc. syrup) could not be expected to produce a clear liquid. The proportion of fluidextract in the syrup could well be reduced to 250 Cc. of fluidextract in each liter of finished syrup. This would make the dose conform to that of the drug and fluidextract. The present dose of the syrup, 1 fluidrachm, is almost twice the size of that given for the drug and fluidextract, namely, 15 grains and 15 minims, respectively. This would also produce a more pharmaceutical preparation. The fluidextract itself tends to gelatinize, due to the presence of so large an amount of tannin-like substances, subjected to perhaps the action of microorganisms. When the fluidextract and syrup are mixed, a coagulated mass, almost too thick to pour, results. As this syrup stands, it separates into two layers, a clear, dark-reddish liquid above, and a cloudy portion occupying about three-fourths of the bottle with a heavy precipitate at the bottom.

#### SYRUP OF SENNA.

This syrup is subject to the same criticism offered in the case of syrup of senega. It is cloudy, has precipitated, chiefly upward, and is not a good preparation pharmaceutically.

#### SYRUP OF TOLU.

The process is satisfactory. The one question which may be raised is: Should not the alcohol be allowed to evaporate before the medicated water is prepared? This was done in the 1890 process and produced a syrup free from the taste of alcohol. The use of the official tincture of tolu is a great advantage over the extemporaneous preparation of a tincture of tolu, every time the syrup is made, as was directed in the 1890 process.

#### SYRUP OF GINGER.

This process is satisfactory and is another example of the advantage of a method for freeing the finished syrup from the precipitate, which is certain to follow the dilution of a fluidextract with an aqueous medium.

## BOARD QUESTIONS ANSWERED.

*So much interest has been manifested in our series of answers to board-of-pharmacy questions that we have decided to establish a regular department for the publication of this material.*

### A NORTH CAROLINA EXAMINATION.

#### PHARMACEUTICAL CHEMISTRY.

(Concluded from September BULLETIN.)

9. What important changes in strength has the U. S. P. VIII. made in Tinctures of Aconite and Veratrum? In Syrup of Ferrous Iodide?

The strength of tincture of aconite has been reduced from 35 to 10 per cent. The strength of tincture of veratrum has been reduced from 40 to 10 per cent. The percentage of ferrous iodide in syrup of ferrous iodide has been reduced from ten to five.

10. Name the ingredients of, and outline U. S. P. VIII. process of making: (a) acidum sulphuricum aromaticum, (b) medicated waters, (c) emulsion olei terebinthinæ, (d) mistura glycyrrhizæ comp., (e) mucilago acaciæ, (f) spiritus ammoniæ aromat., (g) syrupus tolutanus.

(a) The ingredients of aromatic sulphuric acid are sulphuric acid, tincture of ginger, oil of cinnamon, and alcohol. To make the product, add the sulphuric acid gradually to the greater part of the alcohol. Cool the mixture and then add the tincture of ginger and the oil of cinnamon, and afterwards sufficient alcohol to make up the volume.

(b) The medicated waters, when prepared from volatile oils, are intended to be, as nearly as practicable, saturated solutions, which must be clear and free from solid impurities. In the process of manufacture the solution of the volatile oils is facilitated by the use of purified talc; but solution may, if preferred, be aided by replacing the purified talc by pulped or shredded filter-paper. Waters may also be made by the addition of volatile oils to hot water and the separation of the excess of the former, or by the distillation of the drug or volatile oil with water, if by either of these methods the finished product corresponds in all respects with official requirements.

(c) Emulsion of oil of turpentine contains rectified oil of turpentine, expressed oil of almond, syrup of acacia, and water. Introduce the acacia into a

dry bottle, add the oils, and shake. Then add a little water and agitate. When the oils are emulsified, add the syrup, in several portions, shaking after each addition and gradually incorporating the water.

(d) Mistura glycyrrhizæ composita contains extract of glycyrrhiza, syrup, acacia, camphorated tincture of opium, wine of antimony, spirit of nitrous ether, and water. The extract of glycyrrhiza and acacia are rubbed in a mortar with water until they are dissolved. This solution is transferred to a graduate vessel containing the other ingredients, and the rest of the water is added and thoroughly mixed.

(e) Mucilago acaciæ is composed of acacia, lime-water, and water. Wash the acacia with cold water and allow it to drain. Add the lime-water and then the water. Agitate or stir until the acacia is dissolved and then strain the product.

(f) Spiritus ammoniæ aromaticus contains ammonium carbonate, ammonia water, oil of lemon, oil of lavender flowers, oil of myristica, alcohol, and water. Dilute the ammonia with water and add the ammonium carbonate reduced to a fine powder. Close the flask, agitate until the salt is dissolved, and let the mixture stand for twelve hours. Dissolve the oils in the alcohol contained in a graduated bottle, add the solution of ammonium carbonate, and then the water. Let the mixture stand for one day in a cool place and filter in a well-covered funnel.

(g) Syrupus tolutanus contains tincture of tolu, magnesium carbonate, sugar, and water. Rub the tincture of tolu with the magnesium carbonate. Add a little sugar, then gradually add most of the water with constant trituration, and filter. Dissolve the rest of the sugar in the filtrate, add the remainder of the water, and filter.

11. Criticize minutely the following as to dosage, incompatibilities, and methods of compounding:

#### PREScription NO. 1.

Hydrargyri Bichloridi,  
Sodii Bicarb., aa grs. xii.

M. et ft. chart. No. x.

Sig.: One every two hours.

In Scoville's "Art of Compounding" the statement is made that sodium bicarbonate with calomel forms corrosive sublimate slowly, the change not taking place within four to six weeks ordinarily, so that, except under unusual conditions, a prescription would be used before mercuric chloride is formed. It is a very common practice of physicians to direct

the use of these two chemicals together, and no ill effect seems to result. The average dose of mercuric chloride is 1/20 grain. Here the dose is 1 1/5 grains, which is dangerous. This particular prescription should therefore not be dispensed.

PREScription NO. 2.

Tinct. Ferri Chloridi, fld. drs. ii.  
Acid. Carbolic, fld. ozs. ii.  
Glycerini, fld. ozs. ii.  
Potass. Chloridi, drs. iv.  
Aqua, q. s. ad fld. ozs. iv.

M. Sig.: Gargle.

The potassium salt intended is doubtless the chlorate instead of the chloride as stated. According to Ruddiman, there is considerable danger of an explosion in attempting to fill such a prescription. If the potassium chlorate is rubbed with glycerin, this is particularly liable to take place. If, on the other hand, the chlorate be added to the solution of ferric chloride, which always contains some free hydrochloric acid, chlorine will be formed, and this will act upon the glycerin, converting it into oxalic and carbonic acids. In filling this prescription, the temperature should not go above 70° F..

and then the bottle should be loosely stoppered for a time before giving it to the patient. The chlorate will not be entirely dissolved.

PREScription NO. 3.

Tinct. Aconiti, fld. drs. i.  
Tinct. Digital., fld. drs. ii.  
Tinct. Nucis Vom., fld. drs. v.  
Spts. Aeth. Nitrosi, fld. ozs. i.

M. Sig.: Gutt. xx in water, g. h. s.

If the spirit of nitrous ether be mixed directly with the tinctures, it will react with the tannin, giving off fumes of nitric acid.

PREScription NO. 4.

Antimonii et Potass. Tartrate, grs. xx.  
Sacchar. Lactis, grs. xx.

M. Ft. chart. No. xii.

Sig.: One every hour.

The dose of antimony and potassium tartrate as an expectorant is 1/10 grain; as an emetic 1/2 grain. In this prescription the dose is 1 grain to be taken every hour. Such a dose is excessive, and the mixture should therefore not be dispensed—or at least not without consulting the prescriber.



A PROMINENT STORE IN SOUTH CAROLINA.—The Riley Drug Co. of Florence, S. C., opened its doors for business on the evening of May 12 last under the management of D. T. Riley, who is well known in the drug circles of South Carolina. Mr. Riley is a graduate of the pharmacy department of the South Carolina Medical College of Charleston, having completed his course in 1902. Before coming to Florence he was manager and treasurer of the Palmetto Drug Co. of Mullins, S. C., in which he still retains an interest. He is also connected with the Norton Drug Co. Associated with Mr. Riley in the Riley Drug Co. is A. L. Dantzler, one of the most popular druggists in South Carolina. Mr. Dantzler was with the Iseman Drug Co. of Georgetown, S. C., before going to Florence.



scriptions  
by customers who had  
tried the nearest drug  
stores and had been  
told that they were  
unable to fill the pre-  
scription because they  
did not have some of

the ingredients or "were just out of  
the same."

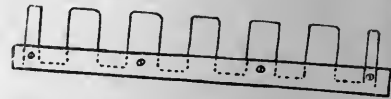
One case that I will mention was a  
prescription calling for ointment of  
lead iodide, handed to me by a physi-  
cian. He was unable to obtain it in  
the city, but I told him to wait a  
few minutes and I would make it. As  
we had no lead iodide in stock, I had  
to make it. I prepared two solutions,  
one of potassium iodide and another  
of lead acetate, and poured the last-  
named solution into the first. In this  
way a copious yellow precipitate of  
lead iodide was obtained. This I col-  
lected on a paper filter, washed it  
with water, and weighed a sufficient  
amount of it to make the ointment.

Another case was of a prescription  
calling for six or seven solid extracts.  
The customer asked me if I could fill  
it, and I told him that I didn't have  
three of the extracts, but had the  
fluid extracts, and would make them  
in a few minutes if he could wait.  
He looked at me in a rather surprised  
way and said that he had called at  
three or four other pharmacies with-  
out getting what he wanted.

Taking three evaporating dishes, I  
poured a quantity of the fluid ex-  
tracts in each and applied a gentle

#### DEVICE FOR HOLDING GRADUATES.

This is made of a wire and two pieces of wood. The wire is of such size as to be readily bent with pliers in the shape of the letter "U." The wire is bent until it forms a number of "U's," side by side, and each joined to its neighbor. The length of the side of the "U" should be about four inches, and space left for the small neck above the base of the graduate. Of course, different sized graduates will require different sized "U's."



Now take two pieces of board, say one-half an inch thick, one and one-half inches wide, and a little longer than to reach from end to end of the bent "U"-shaped wire. Place one end of the "U" wire on the top of one of these pieces, and lay the other piece on top of that, bringing the wire between the boards. Screw the whole device on the under side of a shelf or other convenient place. It is now ready for use, and all you need is to slip the bottom of the graduate between the shelf and the wire and in one of the "U's."—J. M. WEILLS, in *The Apothecary*.

"Ah, you are the light of my life."  
"And you are my steady flame."  
It was a match.—*American Spectator*.

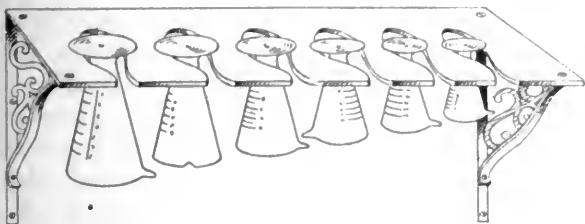


## DOLLAR IDEAS.

*The editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, book-keeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.*

### A SIMPLE RACK FOR GRADUATES.

*H. S. Carpenter, Detroit, Mich.:* We have found it difficult to keep our graduates clean when they are not in use. They always get dirty, and it looks bad to leave them lying around on the drain-board: This prompted me to improvise a graduate holder of my own. I took a clean piece of soft



pine, and marked off the apertures for the different graduates. Then with a key-hole saw I cut out a series of loops smaller at the outside and larger in the middle to prevent the graduates from falling out. I painted the device red and screwed it up over our sink by means of brackets, as shown in the illustration. All we have to do now is to wash our graduates and let them drain upside down in this rack.

### EXPLOITING AND PUSHING A PERFUME.

*A. E. Pratt, Waukon, Iowa:* For two years I have sold and pushed just one high-grade perfume, although I carry many. My methods of pushing its sale have certainly brought returns beyond my expectations.

I consider the atomizer method of introducing a perfume far ahead of all others and the one that brings the most immediate results. In our store every woman after making her drug-store purchase is given a "squirt" of "Dorothy Vernon," our best perfume, on her handkerchief or shirt-waist, and is thus introduced to the brand we are pushing. This is done gracefully by stating that we thought she might like to sample our "Dorothy Vernon" perfume. At the same time, we add that it comes put

up in 25- and 50-cent packages or in bulk. Frequently such remarks lead to an immediate sale of one or the other size of our favorite perfume. My plan has the additional advantage that if our lady customer does not care to purchase perfume to-day or even this week, the next time her bottle is empty she will remember the store where she was so generously sprinkled with lovely perfume.

Another idea having a very distinctive advertising feature is to perfume the front portion of the store with the atomizer once or twice a day. Customers on entering usually remark: "What smells so fragrant in here?" Then is the opportunity to demonstrate the perfume.

Another convincing way of drawing the attention of the public to your perfume is the use of small perfumed blotters. Place one in each package leaving the store, also in each box of stationery and in fine writing tablets. This method will nearly always create a sale of your brand later on. Any perfume of merit can be made a good seller and a profitable investment to the dealer if he pushes it as I have suggested.

### A POINTER ON SIGN MAKING.

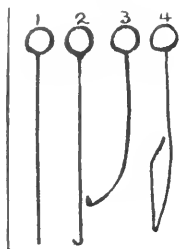
*Milo Bolender, Sparta, Mich.:* After trying many different materials for making window signs, I have found one which gives excellent results. I use the rough or cloth finished cardboard, selecting the different colors from the darker shades. I print the signs thereon with ordinary colored chalk, sometimes shading with one or more colors. In this work, if one will remove the superfluous chalk dust by blowing occasionally with the breath, very little trouble will be experienced in making cheap but very beautiful and efficient display signs. The glazed cardboard cannot be used to very good advantage, as the chalk will not adhere so easily as it does to the dull or rough kind.

### HOW TO WASH WINDOWS ON A COLD DAY.

*Paul L. McConomy, Philadelphia, Pa.:* Several times last winter the water froze when my man was cleaning the back windows. To overcome this I saturated a sponge with dilute alcohol (wood alcohol could be used), with which the glass was quickly cleaned. It was then dried with a cloth. Dilute alcohol will not freeze in the few minutes necessary to clean the glass.

## SOME USEFUL WIRE DEVICES.

*E. P. Ferté, Spokane, Washington:* Next to the spatula and mortar, my most useful tools are the set of wires shown in the illustration. Ten minutes' time and ten cents worth of spring brass wire, about size 10, will suffice to make these instruments. My father taught me their use, and I would not be with-



out them. They may be polished once a year with a wet rag and powdered pumice. Number 1 is used principally for inserting and removing cotton from funnels, percolators, etc.; numbers 2 and 3 for cleaning bottles, suppository molds, etc.; and number 4 for removing corks from bottles, which it does before one has time to swear.

## HOW TO SET A GRADUATE IN A CEMENT BASE.

*D. W. Rich, Middletown, N. Y.:* To prevent tipping and breaking of minim graduates, ureometers, fermentation saccharometers, and other apparatus having small, fragile bases, mix a small quantity of Portland cement with water to a stiff paste. Put a small amount into a Syracuse watch-glass, the kind used in laboratory work, and press the base of the graduate or other instrument down into the cement. Fill the watch-glass with cement and level off with a spatula. Set the apparatus aside a day to allow the base to harden, and the danger of its tipping has virtually been eliminated.

## THE FRUITS OF A CALENDAR OFFER.

*E. Q. Anewalt, Phillipsburg, N. J.:* For 1907 we had 600 calendars made in tissue-paper effect. When opened up fat "porkers" were to be seen inside. Two days after Christmas we filled the floor of the window with opened calendars. Above them we suspended a card 22 by 28 inches and bearing the following announcement: "A calendar with a cash purchase amounting to 35 cents or more. Only one to a family."

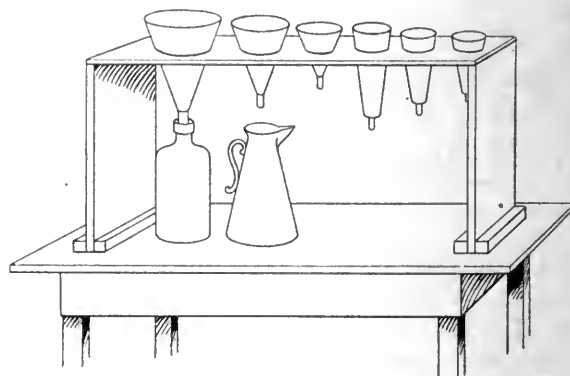
We took the name and address of each recipient.

This gave us a good, up-to-date mailing list. Many made purchases solely for the purpose of getting the calendar. In one instance a boy came in with a prescription saying that his family dealt at another store, but they wanted a pig. The prescription amounted to forty cents, and was renewed five times. We had calls for pigs as late in the year as July.

Our sales for January, 1907, exceeded that month in 1906 by forty per cent. We attributed this increase mainly to the calendar offer, although 1907 was an exceptional business year.

## A STAND FOR PERCOLATORS AND FUNNELS.

*Jacob Ellenstein, Detroit, Mich.:* Here is a funnel and percolator stand of my own make. It is



about one foot wide and three feet long, with holes sawed across the top. The stand is nailed onto a table and is supported by braces on each end.

## COMPOUNDING PROTARGOL PRESCRIPTIONS.

*J. E. Taylor, Gridley, Illinois:* Protargol prescriptions often show streaks and flecks. To produce a clear liquid simply triturate the protargol in a small quantity of glycerin. This solvent if not used freely enough to irritate is unobjectionable. Protargol is commonly used on inflamed surfaces, and even a little glycerin may sting for a moment. For this reason one should use only glycerin to moisten the protargol.

## THE CARE OF CASTILE SOAP.

*Fred F. Wilson, Toronto, Ontario:* To keep Castile soap soft and easy to cut, place a damp cloth over the soap after opening a case. This prevents it from drying out.

## SELECTIONS.

### CHINESE RHUBARBS OF COMMERCE.

In former days Chinese rhubarb obtained its special designation from the different trading posts along the routes followed by caravans from China. The wholesale druggists sold Moscovian, Crown, Alexandrian, Persian, Turkish, and Canton rhubarbs. At present the overland routes being practically abandoned for the quicker sea route, the trade designates its rhubarbs after the ports of export, which are Shensi, Canton, and Shanghai. These designations correspond to well characterized varieties of rhubarb, both as to external appearance and as to structure; still in each variety occasional lots of other peculiarities are noted. The most highly esteemed and highest-priced rhubarb comes from Shensi; the Canton and Shanghai varieties bring much less.

Shensi rhubarb is made up of complete, flattened, or rounded parts, which, to a greater or less extent, may be decorticated. The fractured surface always appears granular (even the smaller fragments show this), and is almost friable and very strongly marbled. The peculiar striæ of a bright-red color are regularly arranged in stellar clusters toward the exterior portion of the root. The odor is peculiarly sweet. The taste is bitter aromatic, and when the root is bitten into it grates on the teeth.

Canton rhubarb is made up of rounded or semi-rounded masses, with practically all of the corky layer removed; it has a fibrous and coriaceous structure. When breathed upon, it exhales a very pronounced smoky-singed odor. The taste is very bitter, and is combined with a peculiar astringency. It grates less on the teeth than the preceding.

Shanghai rhubarb is usually made up of very flat, thin, and well-decorticated fragments, which may be either fibrous and coriaceous, or very dense and compact. The face of fracture is of a bright, reddish orange, and distinctly marbled. Peculiar stellar clusters are sometimes observed in this variety, grouped in a regular manner. Like the Canton rhubarb, it has the same peculiar smoky-singed odor, but to a more pronounced degree; this can even be detected in the taste. The taste is disagreeable, mucilaginous, and of a profound and persistent bitterness.

These differences in taste and odor enable us, after some practice, to distinguish Shensi rhubarb

from the other varieties, even in the powdered state. Further, the color of the powder is darker, and tends to an orange tint. Powdered Shanghai and Canton rhubarb are lighter and of a yellow ochre shade of color. In the trade we find only the Canton and Shanghai varieties, which are moderate in price. Shensi of good and even medium quality is scarce, and, as a consequence, the price is very high. —*Annales de Pharmacie*.

### A TALE WITH A MORAL.

Several years ago my wife and I made a journey to Memphis, arriving there about 7 or 8 o'clock in the morning after an all-night ride in a sleeper. This was my first experience with one of Mr. Pullman's beneficent institutions, and it did not seem to agree with my constitution. Nerves were shaky, head felt queer, and all that. So, after having reached our hotel and finding that my bath had not entirely restored me to my usual spirits, I thought I would hunt up a drug store and get a glass of bromo-seltzer—one of the things that I had so many times sold to people who seemed to be in just such a condition as I was.

Found the drug store all right. It was a nice store, too—beautiful fixtures, splendid arrangement of stock, and the ensemble looked good to the eye. I asked for a bromo-seltzer, and was served neatly and quickly. I said to the gentleman who served me, "Don't reckon you happen to know a Mr. Word in your city, do you?" He replied, "Who, Mr. B. A. Word? Yes, I know him well. He comes in here five or six times a day and buys all his cigars and soda water of us. Don't think he ever takes any medicine—doesn't look like he was ever sick a day in his life. Are you a friend of his? Well, he will be glad to know you are in town. Just step over there to the phone and call him up; he has just about reached his office. That's a free phone."

Well, I got Mr. Word on the wire; he was glad to know I was in town, and he said so. He invited my wife and myself out to dinner with him and his family, but unintentionally, I am sure, forgot to mention where he lived. I smilingly remarked that I had perhaps better call him up again to get the desired address, when the clerk said, "That's not necessary, he lives out on Adams Avenue," and turning to the city directory gave me the number of the house with directions about which car to take to reach it.

Before I had time to thank him for his kindness

my wife stepped up to show me some postal cards which she had purchased from another clerk in the store on which she had written greetings to the folks at home, and these greetings had been written with a fountain pen belonging to the clerk who waited on her. So, after expressing our thanks to all parties, we started out to hunt a mail-box in which to deposit our postals, when one of the clerks said, "Just drop your cards in that mail sack near the door; we keep it there for the convenience of our friends and we send it to the post-office four times a day." "Thank you," said we. "Good morning; come in again," said he.

Well, say! I left that store feeling as well as I ever felt in my life, and feeling "sorter" mellow toward everybody in general and that store in particular. Needless to say, I concentrated my purchases in that store during my visit in Memphis!

Hence my belief is that public conveniences, mixed with a little tact and courtesy, go a long way toward making customers out of the newcomer and pay a very large percentage on the investment.—R. S. BEASLEY in a paper read before the Commercial Section of the American Pharmaceutical Association.

#### SOME PRACTICAL QUESTIONS.

Since my store is located within a square of the post-office we have no substation, but although we are so near to the public office we have a large sale of postage stamps, and consider the time consumed in passing them out well spent. The city directory and other accommodations which we give the public are likewise good advertisements.

The window display is one's best advertisement. The kind of goods to exhibit is the brand which the people will buy, whether it be drugs, toilet articles, cigars, or the druggist's own preparations. The progressive drug store of to-day is a diminutive department store. The window is the most expensive part of the store. We should, therefore, not decline to add anything to our store which we can display, and we should gladly put in the window anything that the people can be induced to buy. The druggist's own preparations, if properly prepared, are of real benefit to him. He knows their composition, he knows their weak points, and he knows all their virtues. He can, therefore, speak confidently about them, and can back them up with his personal guarantee.

The goods to be selected, I think, would vary in the several parts of the country. I personally have

not been as successful in pushing the sale of my own preparations as I should have been, and I realize that I have not taken advantage of all my opportunities; but the best asset a druggist can have is a line of products which he has been advertising in his store, in his window, in circulars, and possibly newspapers, for a number of years, as the sale on those things will continue almost indefinitely.—GEORGE A. GORGAS before the Commercial Section of the A. Ph. A.

#### "DRUGGISTS SHOULD NOT SELL WHISKY."

The Committee on Pharmacy Laws of the National Association of Retail Druggists, Ira B. Clark chairman, made these recommendations at the Atlantic City meeting under the title, "Druggists Should Not Sell Whisky:"

"We believe the time has come when the association should put itself on record as being opposed to the sale of intoxicating beverages by druggists. We do not believe, in the first place, that it is a proper function of the druggist to slake the thirst for whisky of that part of the public which drinks it, and we feel that, if alcoholic drinks are to be sold at all, they should be sold by others than druggists.

"The drug store cannot, necessarily, perform the functions of both saloon and drug store without detriment to the latter, and without offending the sensibilities of a large number of the best patrons of the store. Furthermore, the drug store loses caste, so to speak, when it becomes the dispensary of whisky.

"In view of the constant and ever-increasing crusade against the sale of whisky generally, we believe that we should declare against its sale by druggists. But your committee would not let the question rest on mere expediency, for we believe that it strikes deeper into our business than that. We believe that we should in all things, as well as in this, undertake to define the duties and functions of our profession with the utmost precision, thereby lopping off the fungi which can only, in the end, retard our best growth and development.

"We therefore recommend that whisky and other alcoholic beverages be no longer sold by druggists. We believe that by this means the profession will be relieved of the necessity of guarding against abuses of the whisky-selling privilege in force in many States, and relieved also of the necessity of bearing the stigma caused by saloon-keepers doing business under the guise of druggists."

## LETTERS.

### THE PREPARATION OF OINTMENTS IN HOT CLIMATES.

To the Editor:

Being a graduate of the School of Pharmacy of the University of Michigan, and having served my apprenticeship under two graduates of the same college, who aimed at elegance in pharmaceutical preparations, I have naturally been impressed in the South with the condition of my ointments.

Ointment of zinc oxide, the most frequently used of this class of products, is troublesome during our hot summer months. This is especially true when a doctor wants to combine a drachm of a liquid with one ounce of zinc oxide ointment. The product of such a combination is always a fit subject for a bottle with a "shake-well" label.

Sulphur ointment, too, as my ten months' experience in the South have taught me, demands special attention. About eight months out of the year the product becomes extremely granular owing to the hot weather. Most of the sulphur goes to the bottom, and when the mass is put into the mortar to be mixed again it becomes too soft to dispense in an ointment jar which is likely to be upset.

Ointment of ammoniated mercury, an article used here mostly by eye specialists, seems to suffer a separation of the petrolatum. This ingredient melts out and rises to the top, making the whole mixture too soft for use.

Ointment of yellow mercuric oxide also gives a lot of trouble. When a patient brings back an ointment jar to have a prescription refilled the major portion of the mercuric salt is often found in the bottom of the jar. This is not only a rank injustice to the patient but to the physician as well, as neither of them gets the desired result.

Iodoform ointment, I am glad to say, is not much in evidence. It is not an ideal product because of its tendency to separate.

Ointment of phenol, too, becomes so soft that it can be dispensed only in cork-stoppered bottles. The phenol separates to such an extent that there is danger of burns from the application.

My suggestion, if I may humbly offer one to my fellow druggists, is that the U. S. P. provide us with a summer base. I have found as a result of experiments carried on since the hot weather began

that the addition of varying proportions of white beeswax gives the best results in enabling ointments to hold up. In the case of zinc oxide ointment I find that it takes 20 per cent of the wax to produce an ointment that will keep in good shape.

I would also suggest the addition of another ointment to take the place of petrolatum during the hot season. This could be used to good advantage in all of the U. S. P. ointments that contain petrolatum. I have made an ointment of this kind which I have been using and find it gives good satisfaction. It is composed of spermaceti, 10 per cent; white beeswax, 15 per cent; and white petrolatum, 75 per cent. This is still a good ointment at 37° C.

W. I. MILLINGTON, Ph.C.

Little Rock, Arkansas.

### CORRECTED FORMULA FOR TWO FOREIGN SPIRITS.

To the Editor:

On page 440 of the October BULLETIN, E. C. M. asks for the formulas of two preparations in a Norwegian prescription. The recipe which appeared in answer was borrowed from Hager's *Manuale Pharmaceuticum*. It is similar but not identical with the preparation of the Norwegian Pharmacopœia. To quote directly from the latter work:

#### SPIRITUS ÆTHEREUS CAMPHORATUS.

Camphora .....1 part by weight.  
Spiritus æthereus .....5 parts by weight.

This solution should have a specific gravity ranging from 0.827 to 0.832.

Spiritus æthereus is made by mixing:

Æther (sp. gr. 0.720—

0.722) .....1 part by weight.

Alcohol (90-per-cent) ....3 parts by weight.

#### LIQUOR OR SPIRITUS AMMONII ANISATUS.

Oil of anise ..... 1 part by weight.

Alcohol (90-per-cent)....32 parts by weight.

Ammonia water (10-per-cent) ..... 7 parts by weight.

Total .....40 parts by weight.

I consider it quite important to put up a foreign prescription with drugs and galenicals of the strength official in the particular foreign pharmacopœia involved. The difference in strength is often sufficient to prove fatal. Acid hydrocyanic, dilute, for example, in most pharmacopœias contains two per cent of hydrocyanic acid. In France, however, it only contains one per cent. I may add that the

new French Pharmacopœia, Codex Medicamentarius Gallicus, official since September 15, 1908, which I received a copy of a few weeks ago, also designates the two-per-cent acid. But just across the border in Spain and Portugal, the official preparation contains ten per cent of hydrocyanic acid. On account of such variations in potent medicines, the Brussels International Pharmaceutical Conference passed resolutions for the unification of heroic medicaments. Twenty governments adhere to the rulings of this body, and I am proud to say our U. S. P. VIII was the first to adopt them. This explains why our tincture of aconite was reduced from 35 to 10 per cent.

OTTO RAUBENHEIMER, Ph.G.

Brooklyn, New York.

### A COLD CREAM DEBATE.

To the Editor:

In the Queries department of the October BULLETIN, on page 438, you mention a formula for making a cold cream which was originally devised by H. B. Molyneaux, of Omaha, Nebraska.

Paraffin .....	250 grammes.
White wax .....	260 grammes.
White paraffin oil or liquid albolene.....	990 grammes.
Sodium perborate .....	10 grammes.
Distilled water .....	380 grammes.
Perfume, q. s. to suit.	

Melt the paraffin and wax at the lowest possible temperature, and then add the paraffin oil. If this addition causes the wax to congeal, continue the heat while stirring sufficiently to remelt the mass. Now add the sodium perborate to the water and slightly warm the solution. Then add this to the wax solution in a continuous stream as large as a finger; at the same time briskly beat the emulsion with a wooden paddle until it becomes smooth. While the mass is in a semifluid state, incorporate the perfume. Then run the cream into the containers.

Pouring the cream into the jars while in the melted state gives the surface a glossy, satin finish on cooling. Don't fill the containers so full that the cover comes in contact with the top of the cream. For a perfume use oil of roses or a synthetic violet like "Irol synfleuer."

This recipe contains about 25 per cent water, but it was nevertheless offered to a querist in the South who complained that his own cream dried out.

May I ask whether in this particular formula the water will not evaporate during storage? In my opinion it would. Besides, what is the advantage of water in a cream, except that it serves as a diluent, and therefore an economizer.

RICHARD VON FOREGGER, Ph.D.

New York City.

[NOTE BY THE QUERY EDITOR.—We are inclined to believe that the querist's formula was not the conventional product, but was instead one of those "greaseless" creams containing much more than 25 per cent of water. Such preparations are prone to dry out. On the other hand, if it were the ordinary cold cream, we fail to see why the water should be

lost. There may be something wrong in his formula. It is not fair to assume that, because the water evaporated from his product, Mr. Molyneaux's cream would undergo the same deterioration if exposed to the identical climate. Mr. Molyneaux's preparation is an exceptionally fine one and would doubtless resist atmospheric heat because the composition has been perfected by lengthy experimentation.

The function of water in a cold cream may leave room for a difference of opinion. Wilbur L. Scoville, to whom we have referred the letter of Dr. Von Foregger, says that water helps to make a cream just as much as it does an emulsion. He observes that water is more than "a diluent and economizer." It enters into the real pharmaceutical nature of a cream.]

### A LETTER FROM EX-PRESIDENT PATTON.

To the Editor:

It was a source of great regret to me that I was unable to attend the Hot Springs meeting of the American Pharmaceutical Association. When I joined the Association at the Saratoga meeting in 1880, I was so pleased with the experience that I solemnly vowed to attend every subsequent convention so long as I lived. But alas! I have been tripped up on four occasions—Pittsburg in 1885, San Francisco in 1889, Kansas City in 1904, and Hot Springs in 1908.

Still, I hold a pretty good record for attendance, and have enriched the treasury by the purchase of 24 gold bars, one for each meeting I have attended. I am glad to know that I was not forgotten by some of my friends at Hot Springs, although absent in the flesh. I was much pleased to receive a composite autograph card sent me by Dr. Motter, on which I find your good name among others.

In lieu of listening to the proceedings I have read very carefully the reports in some of the drug journals. Your paper and that of Kaemmerer I have read with hearty approval. You did a good job in calling attention to the growing liquor evil and in getting the A. Ph. A. to set its seal of condemnation on the whole degrading business of liquor-selling druggists!

JOHN F. PATTON.

York, Pa.

### ANOTHER POTASSIUM CHLORATE EXPLOSION.

To the Editor:

Since the recent explosion of potassium chlorate in our establishment is of importance to the many makers of chlorate tablets, we desire to publish the actual facts.

The salt was of the kind usually known as "san-



tonin crystals." It was examined for purity before compressing, and the quantity remaining was again tested and found to be faultless and quite clean. It was being compressed upon an ordinary rotary machine of a type which we have employed for several years with perfectly satisfactory results, and similar to those which have been used elsewhere for a long time.

The machine after a thorough cleaning had been working on this particular lot of chlorate for one whole day and for an hour and a half the next when a violent explosion occurred. The machine was wrecked, and a portion of it unfortunately struck the attendant on the head with fatal result. The attendant had been engaged upon the work for ten years, was a thoroughly reliable man, and understood the necessity of caution in handling this chemical.

So far we have not been able by careful investigation to determine any reason for the explosion, nor to find that conditions were in any way different from those under which many hundreds of tons have been successfully handled.

Baltimore, Md.

SHARP & DOHME.

### OUR JOKES ARE EVIDENTLY POPULAR!

[NOTE BY THE EDITOR.—The gentleman from Burlington, Iowa, who wrote the editor such a hot "roast" for his practice of printing jokes in "The Scrap Book," continues to be the object of indignant protest from our readers generally. Several letters were printed in this department of the September BULLETIN, and we are now publishing a few more. But this must be the end—we are rapidly filling up with sympathy for our Burlington critic, and no longer will we permit him to be abused!]

To the Editor:

I observe that a druggist in my own town of Burlington has been severely criticizing the BULLETIN for printing jokes. I would like to inquire who it is that is so entirely professional, so busy, whose time is so valuable, or who is elevated to such a distinction, that he cannot enjoy a few after-dinner jokes. I think our dignified friend is to be pitied! Possibly he will discover a new liver pill that will make life look less bilious to him.

Burlington, Iowa.

H. O. BACHER, Ph.G.

* * *

To the Editor:

I want to add my testimony to the others regarding your journal. It is one of the best of its kind

that we ever had come into our store. I never fail to read the journal from cover to cover, and I particularly want to say, apropos of the recent discussion in your pages, that I always enjoy the "Scrap Book." Best wishes for the continued success and prosperity of the BULLETIN!

Kane, Pa.

E. H. WATKINS, Ph.G.

* * *

To the Editor:

In regard to the suggestion of one of your subscribers that "The Scrap Book" be abolished, let us say that we have always heartily enjoyed that department and feel that it has saved us many an attack of dyspepsia. "Laugh, and the world laughs with you: weep, and you weep alone!" Tell our dyspeptic brother to cheer up!

Woodlawn, Oregon.

MCGILLIVARY BROS.

* * *

To the Editor:

For goodness sake, Mr. Editor, *don't cut out the Scrap Book!* I can write no more at present—I am in a hurry to read the jokes in the last BULLETIN just received.

ROBERT E. COUPE.

Saint John, New Brunswick.

* * *

To the Editor:

I have read the recent discussions in the BULLETIN about cutting out "The Scrap Book." Don't cut out anything in the BULLETIN. The journal suits me just as it is!

GEORGE T. BARKER.

Waverly, Ky.

### WHAT HE THINKS ABOUT OPTICS.

To the Editor:

I have just returned from Sunday evening service in the store (confound Sunday work, anyway!) and have been giving myself a pleasant hour or two in looking through your July issue. Though in New Zealand, thousands of miles away from your place of publication, I always get many valuable points out of the good old BULLETIN. I observe that the BULLETIN has recently had a number of contributions on the subject of optics. It certainly is a fine side-line, and it pays handsomely providing the operator is honest and does his level best at the work. I am sorry to say, however, that the majority of jeweler-opticians and druggist-opticians are fakirs. The fellows who will first get

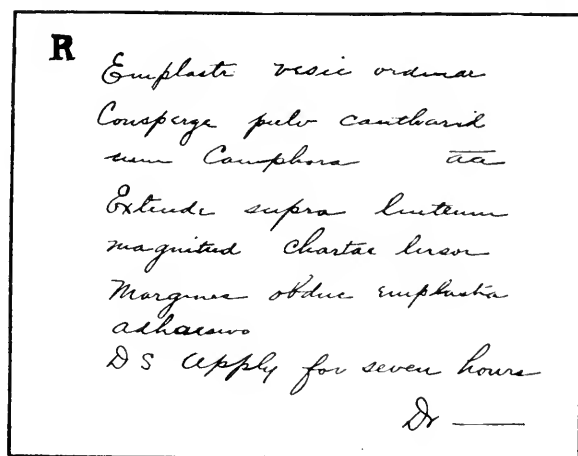
a good grip of the subject, constantly add to their knowledge by regular reading, and treat their clients as they themselves would like to be treated, can easily earn \$5 and more net per thousand population per week. I may say that I am earning considerably more than this myself.

New Zealand, Australasia. "SOUTHERN CROSS."

### AN UNUSUAL PRESCRIPTION.

To the Editor:

I am sending you an oddity in the way of a prescription. It was received here a few days ago, and I might better say that it was "put together" than



compounded. Incidentally let me add that I always enjoy reading the prescription and other matter in the BULLETIN, and thought perhaps you and your readers would be pleased to see this specimen.

Brooklyn, N. Y.

WILLIAM F. MORGAN.

### WAS HE STUNG?

To the Editor:

On the 5th of last month I made a contract with a man giving the name of E. G. Wadsworth, who claimed to represent the Knickerbocker News Co., Singer Building, New York City, with branches in Chicago, St. Louis, and Montreal. Wadsworth's credentials seemed all right. I signed the contract subscribing for some periodicals, made payment for them, and received a receipted bill in due form.

After waiting a reasonable time, and receiving none of the periodicals, I wrote the alleged Chicago branch, this being the nearest to me, only to have my letter returned by the Post-office Department. I

immediately wrote the alleged home office of the concern in New York, with a like result.

Realizing that I have been stung, I send this letter to you in order that my fellow druggists may be warned in time.

A. L. RANDALL.

Dansville, Mich.

### A NOTE ON QUINCE-SEED MUCILAGE.

To the Editor:

Lemon juice, or citric acid, with glycerin and rose-water is a much-used combination on account of the whitening effect of the acid. To take advantage of this fact I added solution of citric acid to a lot of quince-seed lotion which was being made.

Immediately the mucilaginous constituent separated in a transparent magma, not *en masse*, but in lump. Shaking did not restore the former consistency. The magma could be forced through a straining cloth, but that did not help matters; nor did heating. Finally the acid was neutralized with potassium carbonate and the mucilage was restored to the former viscid condition.

EMIL REYER.

South Bend, Ind.

### ANOTHER EXPENSIVE MIXTURE.

To the Editor:

I should like very much to elicit comments on the price of the following prescription:

Codeine sulphate.....3 grains.

Powdered aspirin.....6 drachms.

Mix and make 24 powders. One every two hours.

I charged \$1.25. What do BULLETIN readers think about it?

DRUGGIST.

New Orleans.

To the Editor:

Your "Dollar Idea" department is very practical. I consult it the first thing.

R. N. THURTELL.

Ingersoll, Ontario.

* * *

To the Editor:

It is better than taking a day off to read the BULLETIN.

M. L. DUDLEY.

Kiefer, I. T.

* * *

To the Editor:

The BULLETIN is the best drug journal I have ever read.

N. E. MURDY.

Moravia, Iowa.

## BUSINESS HINTS.

### A Headache Ad.—

The average advertisement for a headache cure is a bare announcement of the product intended merely to center attention on it. Owen Raymo, of Wayne, Mich., has adopted a colloquial style for such compositions. He dis-

### Headaches Cured Here.



If the above head-lines were used as a sign over some person's door, it would attract the attention of all people having headaches, and many of them would apply for the cure. It would be an appropriate sign for this store, because

### Raymo's Matchless Headache Wafers

actually cure many a headache, and one or two wafers is a speedy relief for all kinds of headaches—sick, nervous, bilious, or hysterical. Excellent for neuralgia. Free from chloral, morphine, or opium. Twelve wafers in each box. Price 25 cents. Your money back if not satisfied.

### OWEN RAYMO

The Wayne Druggist.

tributes a counter enclosure which virtually amounts to a heart-to-heart talk on the efficacy of his headache remedy. Mr. Raymo's effort is typical of a school of advertisers who believe that a straightforward chat with the reader begets followers for the item advertised. You might try it.

### The Trade in Spices.—

"The druggist's share of the spice business is all of it," said Charles E. Willets in a paper read before the Commercial Section of the American Pharmaceutical Association at the Hot Springs meeting. "That may sound selfish, but the druggist knows, or should know, how to buy spices, also how to test them, and thereby put himself in a position to handle the pure, unadulterated article. These facts should convince the public that the place to buy spices is the drug store. We have always enjoyed a nice trade on these goods. But noting that the grocers were enjoying the same blessing, early last spring we had counter slips printed, costing \$1.50 per thousand, setting forth the fact that our spices were pure and unadulterated, much stronger than the kind they had been buying, and were up to the requirements of any pure food and drug law. A list of the spices was given below. The counter slips were put into every package

leaving the store, with the exception of physicians' prescriptions. We continued this form of advertising all summer. At the beginning of fruit-canning season our ad. appeared in the local paper. People came in and asked for some of the spices we had been talking of all spring, and as a result our business on this line was four times as large as it was the previous year."

### Minimizing the Cost of Counter Slips.—

H. G. Robertson, of Barrie, Ontario, tells how he secures his counter slips at a nominal cost. Whenever the text of his newspaper ad. lends itself to the purpose of package slips, Mr. Robertson instructs the printers to leave the type set up until they can run off 2000 reprints.

Here are a few of them:

### EATING OIL



This is a growing and sane idea. It is Olive Oil that is becoming one of the important foods of the world. Its value lies in the fact that it is all nutriment and is a kind of food that leaves no harmful waste products in the system such as meat does. Instead, it helps to expel the harmful waste matter that results from using other foods. Use all the Olive Oil you can, be careful about the quality only. That is assured by coming here for it. We handle a special brand that is not only pure but of a delicious flavor. Prices—

35c., 50c., 75c. and \$1.50

In Original Sealed Containers.

### ROBERTSON

1 Door East of Barrie Hotel.

### FOR MY LADY'S TOILET

We endeavor to keep everything asked for and we usually stock things before they are called for. If not, we are glad to make special orders at any time in toilet goods.

### THE ARTICLES YOU SEE ADVERTISED OR THOSE YOU ARE TOLD ABOUT

are quite apt to be here waiting for you when you want them. Our line of Toilet Specialties and Beauty Goods is the largest in town and its growth keeps pace with every demand. :: :: ::

### H. G. ROBERTSON CHEMIST

1 Door East of Barrie Hotel.

### QUALITY FIRST

In some lines of business price may well be the great talking point. Those who can buy best and sell lowest have something interesting to say to the public.

IN THE

### DRUG BUSINESS

it's different. Quality regardless of price should be the main factor, and it is here; what you buy here in the line of drugs and medicines will be of right quality, and price asked will also be right—as low as goods of same quality can ever be bought for anywhere. :: ::

### H. G. ROBERTSON, CHEMIST,

1 Door East of Barrie Hotel.

### YOU NEED YOUR HEAD

The head that aches is not in fit condition for work or enjoyment and you cannot afford to dispense with the use of it for an hour. Don't have headaches. Stop them as soon as they start with our

### QUICK RELIEF HEADACHE CURE

It puts an end to headache promptly by relieving the pressure in the nerves which causes the pain. The product is sold under a guarantee to refund the money if the remedy fails to give entire satisfaction.

10c. and 25c. Boxes

—AT—

### ROBERTSON'S DRUG STORE

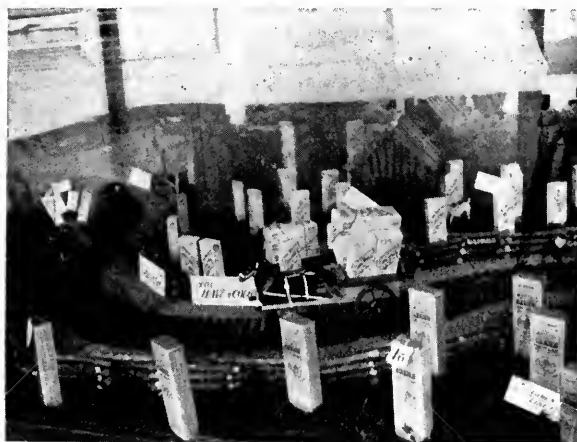
1 Door East of Barrie Hotel.

Obviously, this is an economical procedure because it saves the cost of composition. The various ads. are run off on a single sheet, which is later cut into sections. Mr. Robertson furnishes the printer with a special grade of paper for these slips.

### A Rural Scene in the Window.—

The accompanying illustration represents a cough-cure window in the store of Rutter & Son, of Brisbane, Australia. A peculiar feature of the exhibit lies in a double perspective obtained by using a mirror for the background. Running in a curve across the window is a corduroy road built on a bed of salazzi and gravel. Reflected in the mirror, it appears to be twice its normal length.

On either side of the road is a log fence three rails high, built out of peach tree of equal lengths. Standing on the



road is a horse and a cart loaded with "Balsamic Linctus." To the back of the scene appears a house built of Liquisine. Unfortunately the sign "Rutter's Bush Pharmacy" does not appear in the photograph as it was added after the picture was taken.

The floor is covered with moss. On one side of the road may be seen packages of White Pine Syrup, and on the other "Balsamic Linctus." Two small mirrors on the floor are surrounded by gravel, giving them the appearance of lagoons. Three or four ornamental designs are placed about the house, while a couple of china cows lie in the moss. A finger-post bears two signs: "From everywhere to Rutter's Pharmacy."

The window is encased with mirrors. A scene is painted on the back of one, while a tree is drawn on the others, all adding to the effectiveness of the exhibit. The window was a great attraction, caused considerable comment, and sold the goods.

### A Pointed Ad. on Prescriptions.—

A booklet of unusual attractiveness is distributed by the Kane Drug Company, of Kane, Pa., in the interests of its prescription department. The cover is a heavy white paper, upon which the title appears in large red script: "Pointed paragraphs about prescriptions." The text is of a pithy, pungent character, as may be seen from the following extracts:

Distance from our store need be no bar to having your prescription filled here. A call by telephone from you or your doctor will bring our messenger to your door in a "twinkling." We will fill your prescription and have it back to you in "double quick time." Not a cent of extra charge.

With the effective system which we use to safeguard the prescrip-

tions of our customers mistakes or errors of any kind are practically impossible. There need be no doubt, no uncertainty in the mind of doctor, nurse, or patient, if we compound the prescription.

The pages are 3¼ by 4½ inches in dimensions. Each one is devoted to a single paragraph which allows a liberal margin and plenty of white space. The type is black, but little touches of red ink here and there lend a pretty effect to the printing.

### Thermometer Advertising.—

It is in the extremes of weather that most people notice the thermometer, says *The Spatula*. Then is the best time to sell them. Give these goods display in midsummer and in midwinter for the best results. A window exhibit of the line will develop more trade than at first seems possible. These goods are of a quiescent sort. They lie upon the shelves with very few demands under ordinary circumstances. People who, when at home, wish they had a thermometer, never think of one when they are down town. People who have never thought of the need of one will, if their attention is sufficiently attracted, see the desirability of the article and buy. Once get a man into the thermometer habit and he will never stop it. When he looks out some morning and sees that the old one is broken, he won't be happy until it has been replaced by something as good or better. It is up to the druggist to create and stimulate the thermometer habit.

### Two Toilet Ads.—

The following ads. need no comment. The subjects include two popular preparations, a cooling cream and an orange-flower skin food. The ads. were used as counter slips by Mr. Cooban.

#### Cooban's Cooling Cream PREVENTS ROUGHENED SKIN

**C**HAPPED hands, face, lips or any portion of the cuticle soon become well and normal through the soothing effects of Cooban's Cooling Cream. It is now considered a necessity—to say nothing of a luxury—in the toilet accessories of the most refined. Infants delight in it. Women everywhere use and appreciate it. Men find it indispensable in shaving. It stays the wrinkling hand of time and keeps the skin fresh, fair, and blooming with health. During the cold winter weather its use is most beneficial to the skin.

Price, 20 cents.

#### B. S. Cooban & Co.

559 W. 63d St., CHICAGO.

#### Orange Flower Skin Food Formula of MADAM QUI VIVE

**D**OCTORS will tell you that the skin requires regular food and massage. The nerve cells, the skin pores, and the delicate cuticle require sustenance quite as much as other portions of the system, and the preparation that best feeds the skin by absorption is COOBAN'S ORANGE FLOWER SKIN FOOD. It is ideally effective. Made after a celebrated formula it is an invaluable aid in restoring to the worn or flabby countenance the bloom of pristine beauty, freshness and youth.

Price 25c. a Box

#### B. S. Cooban & Co.

Sixty-third St. and Normal Ave.  
CHICAGO.

### An Attractive Sticker.—

Stickers often serve a double purpose. Every time one of these little agents leaves the store of Owen Raymo, Wayne, Michigan, it carries a little courtesy to the recipient.

THANK YOU!  
COME AGAIN.  
OWEN RAYMO,  
The Wayne Druggist.

This greeting should be well worth while.

## CAPSULES OF SCIENCE.

Prepared by Prof. W. L. SCOVILLE.

### Lights and the Eyes.—

With the increased use of electric lighting there has been an increase of defective vision. An active discussion has been going on in the light journals as to the reason for this. H. H. Seabrook maintains that electric lighting is injurious to the eyes because it is rich in violet and ultraviolet rays. He says that kerosene lamps are better because they are poor in violet and chemical rays. Others disagree with him and call attention to the fact that daylight is far richer in chemical rays than is electric light. The injurious effect of electric lighting is ascribed by these men entirely to overstimulation of the retina by too brilliant lights. They claim that, properly used, the electric light is the least harmful and best source of illumination. So there you are!

### The Chemical Properties of Light.—

Professor Bancroft argues that light has no reducing or oxidizing properties of itself, but that it stimulates to chemical activity in the same way that a weak current of electricity does. "If," he says, "the substance we are considering is in the presence of a strong enough reducing agent, it will be reduced by light. If it is in the presence of a strong enough oxidizing agent, it will be oxidized by light." There is nothing in light itself to oxidize or to reduce, but it causes reactions between chemical bodies which may not occur in the dark. Contrariwise, some reactions which are stimulated by light may be reversed in the dark.

### A Feast on Yeast.—

The chemical composition of yeast is very similar to that of lean beef, and yeast has been used for the manufacture of "beef extract." It is calculated that if the nutritious principles of yeast were used as food it would amount to 75% of its weight of beef, and on this basis there is thrown away annually in Germany, in the form of waste yeast, the equivalent of 75,000 tons of meat. Recent improvements in methods of extraction have resulted in a process by which a palatable and nutritious yeast extract can be made, without the addition of any flavoring or other substances.

### To Color Glass Brown.—

By coating glass articles with a mixture of silver sulphide and silver sulphate, and then heating to from 400 to 450° C., the salts are reduced to metallic silver, which is partially taken up in the glass and colors it brown. Such colored glass will not allow the actinic rays of light to pass through. The process is patented in Germany.

### Flour Emulsions.—

Ordinary flour is recommended as an emulsifying agent for mixtures of coal-tar oil or kerosene to be used as insecticides. Eight ounces of flour will hold 1 quart of oil in perfect suspension in 2 gallons of water. The flour is first mixed with the oil, and this churned with the water.

### Better than Soap—to Patent.—

The glucosates of the alkaline-earth metals are used in place of soap to cleanse fabrics. They are stated to remove fatty, resinous, gummy and starchy matters better than soap. But they do not rinse out as easily as soap.

### Nature's Remedies.—

Some of the natural mineral waters have been found to possess radioactivity, and their medicinal value is ascribed in large part to the influence of radium. This is a property which artificial mineral waters do not possess.

### Albuminate of Iron.—

A German formula for albuminate of iron is to mix 1000 Cc. of skimmed milk with 120 Cc. of dialyzed iron, and dissolve the unwashed precipitate in 3 parts of caustic soda solution and 50 parts of water.

### Sterilizing Morphine Solutions.—

P. Welmans says that solutions of morphine hydrochloride should not be sterilized by heat, because it is thereby weakened and turned yellow. The water and bottle should be sterilized and cooled before the morphine hydrochloride is added.

### "Stomach Exhaustion."—

An analysis of 166 cases of "nervous exhaustion" occurring among brain workers in France developed the fact that most of the sickness was due primarily to errors in diet, such as overeating, excessive use of meats, fats, alcohol, coffee, tea, and other stimulants.

### Pulling vs. Squeezing.—

A German chemist says that if the juice be extracted from fruits in a centrifugal apparatus instead of in a press, a larger yield of juice is obtained and the flavor is better. The fruit is first crushed between toothed rollers.

### For Photographers.—

A British photographer states that he has perfected a plate which can be developed by daylight and yet give a permanent picture. The secret is in the use of a new salt of silver, which requires a longer exposure than that given the ordinary plate.

### Wasted Wealth.—

Professor Baskerville has calculated that in New York City 1124 tons of strong sulphuric acid are poured into the air daily from the chimneys, the acid being formed by the combustion of fuel. Some chemists might argue that that is the cause of so little vegetation in New York City.

### On Germ-ane Subjects.—

It has been shown that some of the toxins which are formed by bacteria are a direct cause of the disintegration of body tissues. And a bacterium has been found in milk which produces a rennin-like and a proteolytic enzyme, and an enzyme which acts on sugars other than milk-sugar.

## PRACTICAL PHARMACY.

### Some of the Distinguishing Characters of Belladonna and Scopola.—

Henry Kraemer, in a paper presented to the A. Ph. A., explained that he had had occasion the past summer to examine both belladonna and scopola, and owing to the frequent admixture of belladonna root with scopola rhizome, and the reports that belladonna leaves are sometimes admixed with scopola leaves, it seemed to him desirable to present the results.

**Belladonna Root.**—In addition to the characters which have already been described, it was found that many of the tracheæ have bordered pores, which character has apparently been overlooked by previous investigators, but which serves to distinguish belladonna from scopola.

**Scopola Rhizome and Roots.**—While the starch grains and cryptocrystalline crystals of calcium oxalate are not wholly identical in appearance with those in belladonna, they are quite similar, the crystals frequently occurring in rosette aggregates. The tracheæ have reticulate markings, and are rather short and broad, thus being readily distinguished from those in belladonna. Wood fibers are usually present in belladonna, but are not found in scopola.

**Belladonna Herb.**—This drug has three principal distinguishing characteristics: (a) The calyx lobes are rather long and spreading, exposing the berry; (b) the hairs on the leaves, while not numerous, are of relatively frequent occurrence; (c) some of the tracheæ, particularly of the stems, have bordered pores.

**Scopola Herb.**—The calyx lobes are relatively short, and the berry is almost completely enclosed by the calyx tube. A very few glandular hairs may with difficulty be found. In addition to the tracheæ with annular markings and those with simple pores, there are tracheæ with reticulate markings.

### The Perfume Called Violet.—

L. Mazuyer lays down some rules for the manufacture of violet extract in the *American Perfumer*, which the editor of that journal says is better than a formula, "because each perfumer who starts out to make a violet extract need only know which odorous elements are required, and his own taste and experience will dictate the proper proportions for the attainment of the object which he has in view." The first rule is that the vehicle should always be a mixture of violet, rose, and jasmin pomade extracts. These three are essential. Then a little cassie "gives sustained depth," tuberose adds sweetness, and mignonette "agrees well with the violet odor." The violet character can be strengthened by the addition of ionone, concerning which he says "no large quantity is needed to secure a good result." An increase of quantity does not produce a more pronounced violet perfume. To support the ionone he recommends a little oil of orris.

As "intermediaries" he says oil of bergamot is "most frequently used," and he hints that it can be employed quite liberally. Oil of rose geranium he thinks good also, but only the best quality may be employed, and that very cautiously,

when it gives "the best results." Oil of ylang-ylang may be used with or in the place of oil of bergamot to add "an agreeable flowery odor," but he thinks it unnecessary except for special effects. Oil of sandalwood he says is "incomparable for combining perfumes." Another oil for a similar purpose is oil of vetivert, "used in very small quantities." Of this he says it, if very delicately measured, gives a special tone, and adds something of the wildness of the field violet. Another element, "when the odor of verdure seems to be asked for," is oil of "concrete essence of violet leaves."

Then as fixing agents the author has recourse to tinctures of orris or vanilla—the latter in small quantities—only enough to blend well. Tinctures of ambergris, civet, and ambretti are to be used "at discretion." Also tincture of musk, "but not enough to be noticeable." He has further "seen used some tinctures of castoreum, but very lightly." This he says should give "a fine odor of leather" (sic!), and "from the consideration of tenacity there can be nothing better." Artificial musk he also considers "a product unrivaled for amalgamating and holding subtle odors like the violet." Heliotropine "allies itself perfectly with the violet odor" and produces a glowing sweetness. He hints that most violet perfumes contain it.

The fundamentals, then, of a violet perfume consist of ionone, rose or jasmin extracts, oils of bergamot and sandalwood, a touch of such other general odors as one fancies (ylang-ylang, rose geranium, vetivert, violet leaves, tuberose, mignonette, or cassie), some heliotropine, vanilla, artificial musk, and such fixing agents as one desires. And, withal, a "leather odor"—if you like it!

### Two "Greaseless" Cold Creams.—

I. V. Stanislaus, M.S., Phar.D., writing in the *Pharmaceutical Era*, publishes two formulas for making greaseless cold creams. Either, he says, will give good results. The first one has a paraffin base. The formula reads:

#### PARAFFIN OIL COLD CREAM.

White wax.....9 pounds.  
Melt and add:  
White paraffin oil.....4 gallons.  
Continue heating until the liquid clarifies and pour it into a solution of  
Borax .....½ pound.  
Distilled water .....11¼ pints.  
Reapply heat and stir until the cream becomes cream-white. Add:  
Oil of rose geranium.....3 ounces.  
Stir the mixture and pour it into jars.

#### STEARIN COLD CREAM.

This preparation has a base of stearic acid. The formula comprises:

Sodium carbonate.....20 grammes.  
Borax .....5 grammes.  
Glycerin .....25 Cc.

Dissolved in  
Witch-hazel water, U. S. P.....400 Cc.

Then add:  
Pure stearic acid.....30 grammes.

Place the ingredients in a capsule over a water-bath and heat until effervescence ceases. Remove the mixture from the heat, and when it begins to stiffen add:

Alcohol .....30 Cc.  
Oil of rose geranium.....10 Cc.  
Mucilage of tragacanth.....†.....100 Cc.

Mix well, permit the cream to harden; heat the mass again until it becomes smooth and creamy and pour it into jars or tubes.



## QUERIES.

*Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

### *Compound Syrup of White Pine.*

"Patent" asks us to publish two tested formulas for cough syrups, one for adults and another for children.

We have no hesitation about recommending compound syrup of white pine of the National Formulary, a book which is of course in your library. For children omit the morphine sulphate. Great quantities of this preparation are sold by the retail druggist annually over his own card. The formula is often fortified by the addition of either ammonium chloride, menthol, or tar.

"Patent" next asks us to criticize the following cough syrup:

Tartar emetic.....	32 grains.
Potassium nitrate, powdered.....	3 ounces av.
Morphine acetate .....	40 grains.
Dilute acetic acid.....	20 fluidrachms.
Chloroform .....	6 fluidrachms.
Alcohol .....	4 fluidounces.
Tincture of opium, B. P. '08.....	2 fluidounces.
Tincture of senega.....	12 fluidounces.
Licorice stick.....	8 ounces av.
Molasses .....	4 pounds av.
Water, sufficient to make.....	160 fluidounces.

Dose: 1 drachm every three or four hours.

(1) Dissolve the tartar emetic and potassium nitrate in sufficient water. (2) Dissolve the morphine acetate in the dilute acetic acid. (3) Dissolve the chloroform in the alcohol. (4) Dissolve the licorice in the water with heat. Add molasses and strain. When cool add mixtures numbers 1 and 2, the tincture of opium and tincture of senega, and then the chloroform and alcohol. Add sufficient water to make 1 gallon.

This mixture is bound to be turbid. Use a shake label on each package.

Concerning your other cough syrup we have nothing to say beyond the fact that it is a strong mixture for indiscriminate sale by the druggist.

### *Liquid Shampoos.*

P. E. B.—The following formula for a liquid shampoo has appeared in the BULLETIN before:

Green soap .....	24 ounces
Carbolyte of potash.....	4 ounces.
Alcohol .....	2 pints.
Oil of bergamot.....	4 fluidrachms.
Oil of neroli.....	1 fluidrachm.
Water, enough to make.....	1 gallon.

Dissolve the soap in the alcohol, the carbolyte of potash in two pints of water, and mix the two solutions. Pour in sufficient water to make one gallon, add the oils, let the mixture stand one week, shaking occasionally, and then filter.

A 6-ounce bottle costing ten cents may be sold for a quarter. For barbers' use, leave out the neroli and reduce

the alcohol to one pint. Then it will cost about sixty cents a gallon.

A formula for a tar shampoo appeared on page 352 of the August BULLETIN for 1907.

### SEA FOAM LIQUIDS.

The difference between shampoos and sea foam is not a well defined one. In fact, the difference is largely in the matter of application or use, the former being employed in liberal quantities and rubbed in vigorously to produce a copious lather, which will then require a large amount of water for removal. In the case of sea foam, a more or less volatile alkali, ammonia, for example, is employed, which foams but slightly; and the hair may be cleansed by rubbing with a wet towel.

- (1) Ammonia water .....4 fluidrachms.  
Glycerin .....1 fluidounce.  
Spirit of soap.....1 fluidounce.  
Alcohol .....2 fluidounces.  
Oil of bergamot.....20 drops.  
Water, enough to make.....16 fluidounces.
- (2) Spirit of soap.....7 fluidounces.  
Glycerin .....2½ fluidounces.  
Rum .....2 fluidounces.  
Spirit of lavender.....2 fluidounces.  
Alcohol .....14 fluidounces.  
Rose-water .....8 fluidounces.  
Vanillin .....1½ grains.  
Oil of wintergreen.....2 drops.  
Sandalwood, powder.....75 grains.

Mix, allow to stand for two days, and filter.

### *Cooban's Cooling Cream.*

L. E. W. wants the formula for Cooban's cooling cream:

Quince seed.....	2 ounces.
Boric acid.....	32 grains.
Starch .....	2 ounces.
Carbolic acid.....	80 drops.
Glycerin .....	18 fluidounces.
Alcohol .....	24 fluidounces.
Oil of lavender.....	80 drops.
Oil of rose.....	20 drops.
Extract of white rose.....	2 fluidounces.
Tincture of benzoin.....	4 fluidrachms.
Water, enough to make.....	1 gallon.

Dissolve the boric acid in four pints of water, and in this macerate the quince seed for three hours, strain through muslin with pressure, shake well, and strain again without pressure. Heat together the starch and the glycerin until the starch granules are all broken; this is best accomplished in an enameled vessel, over a hot fire, heating quickly, and stirring continuously with a piece of smooth, white pine. This is important, as the product is easily scorched, and thus discolored. When the mixture becomes thick and takes on a semitransparent appearance, remove the vessel from the fire and set it in a pan of cold water. When cool, add the carbolic acid and the quince-seed mucilage. Dissolve the oils, extract, and tincture of benzoin in the alcohol, add the mixed glycerite and mucilage, shake well, and strain through muslin.

There seems to be a difference of opinion about the proper amount of glycerin in this mixture. One of our readers uses 24 fluidounces instead of 18. It is advisable, therefore, to exercise a little judgment in this particular.

### *An Incompatible Mixture.*

W. F. S. writes: "I have had trouble with the following prescription. How should it be compounded?"

Tincture of ferric chloride.....	3 drachms.
Tincture of cantharides.....	¼ drachm.
Tincture of aloes.....	½ ounce.
Ammoniated tincture of guaiac.....	1½ ounces.
Simple syrup, sufficient to make.....	6 ounces.

According to Ruddiman, the ammoniated tincture of guaiac if it has not been exposed too long to light and air gives a blue color with the tincture of iron, while an old tincture of guaiac gives a brown-black. The tincture of

aloes gives a green-brown to a black-brown with the iron. There is not enough of ammonia in the ammoniated tincture of guaiac to form the ferric hydroxide unless the tincture of guaiac is freshly made with a fresh aromatic spirit of ammonia and the tincture of iron is free from excess of acid. Even then the syrup will tend to keep the ferric hydroxide in solution. The syrup precipitates the resinous matter from both tinctures. The resulting mixture is nearly black and very turbid.

#### *Alkaline Antiseptic.*

L. L. D.—We do not know the formula of the particular proprietary preparation which you mention. We may say, however, that alkaline antiseptic N. F. is a mixture somewhat on this order. It comprises:

	Metric.	Apothecaries'.
Potassium bicarbonate .....	32 Gm.	1 troy ounce.
Sodium benzoate .....	32 Gm.	1 troy ounce.
Sodium borate .....	8 Gm.	¼ troy ounce.
Thymol .....	0.2 Gm.	3 grains.
Eucalyptol .....	0.2 Cc.	3 minims.
Oil of peppermint.....	0.2 Cc.	3 minims.
Oil of gaultheria.....	0.4 Cc.	6 minims.
Tincture of cudbear (N. F.).....	16 Cc.	⅓ fluidounce.
Alcohol .....	60 Cc.	2 fluidounces.
Glycerin .....	250 Cc.	8 fluidounces.
Purified talc (U. S. P.).....	10 Gm.	150 grains.
Water, a sufficient quantity to make.....	1000 Cc.	32 fluidounces.

Dissolve the salts in 600 Cc. (19 fluidounces) of water, and the thymol, eucalyptol, and oils in the alcohol. Mix the alcoholic solution with the glycerin and the tincture of cudbear, add the solution of the salts, and enough water to make 1000 Cc. (or 32 fluidounces). Add the purified talc and shake occasionally during a few days if convenient; then filter, returning the first portions until the filtrate passes brilliantly clear.

#### *Curry Powders.*

B. S.—For all practical purposes the following formulas are quite suitable. The powders are well, even richly flavored, and are excellently adapted for retailing:

- (1) Coriander seed .....6 ounces.  
 Cardamom seed .....½ ounce.  
 Madras turmeric .....3 ounces.  
 Jamaica ginger .....3 drachms.  
 Cayenne pepper .....3 drachms.  
 Cumin seed .....1 ounce.  
 Fenugreek seed .....3½ ounces.  
 Cinnamon .....2 ounces.  
 Pimento .....2 drachms.  
 Black pepper .....1 drachm.  
 Long pepper .....1 drachm.  
 Cloves .....1 drachm.  
 Nutmeg .....1 drachm.

The whole to be in powder, mixed intimately in a mortar and sifted.

- (2) Coriander seed .....13 ounces.  
 Black pepper .....5 ounces.  
 Capsicum .....1 ounce.  
 Cumin seed .....6 ounces.  
 Fenugreek seed .....6 ounces.  
 Curcuma .....6 ounces.

Grind the whole of these substances together in the mill and sift them.

#### *A Variable Mixture.*

B. F. G. & Co. complain that the following prescription does not always look the same even when it is filled from the usual stock and without any changes in the manner of compounding:

Liquefied phenol .....	1½ drachms.
Tincture of iodine.....	2 drachms.
Glycerin .....	6 drachms.
Mucilage of acacia, sufficient to make....	3 ounces.

The trouble here is due to the presence of lime-water in the mucilage of acacia. Iodine reacts with this chemical to

form calcium iodide and a bleaching liquid of calcium hypoiodite,  $\text{CaIO}_2$ . Thus the free iodide is taken up regardless of the manner of compounding and the dark color of the tincture of iodine vanishes. Of course, in organic reactions between a number of ingredients, the chemical change is sufficiently different under ordinary dispensing conditions to produce a variable mixture.

#### *An Incompatible Prescription.*

L. M. S. desires us to comment on the following prescription:

Strychnine sulphate.....	¾ grain.
Sodium bromide.....	2 drachms.
Sodium salicylate.....	1 drachm.
Quinine sulphate.....	30 grains.
Elixir of iron, quinine, and strychnine, sufficient to make.....	4 ounces.

The querist adds that the mixture is unsightly, and he desires to know the cause of the trouble.

Soluble salicylates with solutions of quinine sulphate give a white curdy precipitate of quinine salicylate which is nearly insoluble in water. In this formula the precipitate is doubtless a quinine salt. The preparation, however, should be dispensed with a shake label to anticipate any danger from some of the strychnine coming down.

#### *Eau de Cologne; Detannated Sherry Wine.*

P. H. D. wants a first-class formula for eau de Cologne. We suggest the following:

##### EAU DE COLOGNE.

Oil of bergamot.....	2 drachms.
Oil of lemon.....	1 drachm.
Oil of neroli.....	20 drops.
Oil of origanum.....	6 drops.
Oil of rosemary.....	20 drops.
Alcohol .....	20 ounces.
Orange-flower water.....	1 ounce.

Mix in the order mentioned.

There is nothing remarkable about this formula when first prepared; it is only after standing six or eight months that its excellence becomes apparent.

##### DETANNATED SHERRY WINE.

Detannated sherry wine is made by macerating ¼ ounce of finely cut gelatin in a gallon of the wine for fourteen days, shaking daily, and at the end of that period decanting.

#### *A Non-greasy Cold Cream.*

H. R. C.—The following formula was developed by B. S. Cooban, of Chicago:

Stearic acid, pure.....	240 grains.
Carbonate of soda.....	155 grains.
Powdered borax .....	30 grains.
Glycerin .....	1 fluidounce.
Water .....	8 fluidounces.

Mix all the ingredients together and heat them on a water-bath until effervescence ceases. Remove the mixture from the heat and stir at intervals until it begins to stiffen. Then add 20 drops oil of ylang-ylang, 5 grains of heliotropin, and 4 or 5 drops of oil of rose dissolved in one fluidounce of alcohol. Beat this up to two or three times its volume. Sometimes, on solidifying, it becomes rather hard and does not seem smooth, but a second vigorous beating renders it fluffy and creamy.

Many other formulas for "greaseless" cold creams have recently appeared in this and other departments of the BULLETIN. You will find two in the department of "Practical Pharmacy," this month.

*Almond Meal.*

S. B. requests us to publish a formula for making almond meal for the toilet:

- |     |                            |            |
|-----|----------------------------|------------|
| (1) | Wheat flour.....           | 5 ounces.  |
|     | Powdered iris.....         | 2 ounces.  |
|     | Powdered white soap.....   | 2 drachms. |
|     | Powdered borax.....        | 2 drachms. |
|     | Oil of almonds.....        | 2 drachms. |
|     | Alcohol.....               | 2 drachms. |
|     | Oil of bitter almonds..... | 2 minims.  |
|     | Extract of millefleur..... | q. s.      |
| (2) | Oatmeal.....               | 4 pounds.  |
|     | Wheatmeal.....             | 1 pound.   |
|     | Almond oil.....            | 3 ounces.  |
- Mix and add:
- |  |                            |            |
|--|----------------------------|------------|
|  | Powdered borax.....        | 3 ounces.  |
|  | Powdered orris.....        | 3 ounces.  |
|  | Oil of lemon.....          | 3 drachms. |
|  | Oil of verbenia.....       | 20 minims. |
|  | Oil of bitter almonds..... | 15 minims. |
- Mix.

*Mantles.*

I. E. W.—Mantles are prepared after processes differing slightly from one another, but all based on the original formula of Welsbach—the impregnation of vegetable fibers with certain mineral oxides in solution, drying out, and arranging them on platinum wire.

Lanthanum oxide .....	30 parts.
Yttrium oxide .....	20 parts.
Burnt magnesia .....	50 parts.
Acetic acid .....	50 parts.
Water, distilled .....	100 parts.

The salts are dissolved in the water, and to the solution another 150 parts of distilled water are added and the whole filtered. The vegetable fiber in its knitted or woven form is impregnated with this solution, dried and arranged on platinum wire.

In the formula the acetic acid may be replaced with dilute nitric acid. The latter seems to have some advantages

over the former, among which is the fact that the residual ash where acetic acid is used has a tendency to ball up and make a vitreous residue, while that of the nitric acid remains in powdery form.

*Soap Solution for Cleaning Shoes.*

J. B. G. writes as follows: "Will you please tell us in the November BULLETIN how we can make black and tan soap solutions for cleaning shoes?"

Dissolve ordinary household soap in water. This preparation can be used as it is for tan shoes, or colored dark by the addition of lampblack where that is desirable. A soft soap could also be used to make a cleaning fluid for shoes.

*A Peculiar Difficulty.*

J. R. C. writes as follows: "Here is a mixture which makes an unsightly, inky solution:

Phenol .....	½ drachm.
Tincture of ferric chloride.....	2 drachms.
Glycerin .....	½ ounce.
Saturated solution of potassium chlorate, sufficient to make.....	4 ounces.

Mix and make a solution.

Directions: Use as a gargle.

"The woman who presented this prescription said that she had had it filled several times by her home druggist in Chicago and that it should be of a light straw color. I secured this result by adding a few drops of phosphoric acid. How should this prescription be filled?"

We are unable to understand how a straw-colored liquid



A HANDSOME PENNSYLVANIA PHARMACY.—This picture represents an interior view of the Dunlap store of Cannonsburg, Pa. It was fitted up by Bangs of Boston in solid mahogany and plate glass, and presents a beautiful appearance. The fountain is a rich structure, while six Bangs tables are used to accommodate the soda patrons. W. J. Dunlap, the proprietor, writing in the May BULLETIN, said that at his soda opening this year 1500 people were waited on. Mr. Dunlap is reasonably well known to BULLETIN readers, having made several contributions to the departments of "Dollar Ideas" and "Best Advertising Schemes."

was obtained from this combination. Tincture of ferric chloride added to phenol produces a decidedly deep color. This vanishes on the addition of acid, but that liberty would not be tolerated unless with the physician's consent.

An incompatible prescription of a somewhat similar nature appears in answers to State board questions on page 468 of this issue.

#### *An Application for Dandruff.*

H. G. H.—Here is a dandruff cure which appeared originally in the *Medical World*:

Resorcin .....	2 drachms.
Tincture of cantharides.....	4 drachms.
Castor oil .....	1 drachm.
Spirit lavender compound.....	4 drachms.
Glycerin .....	4 drachms.
Best imported bay rum, enough to make.....	1 pint.

Separate the hair with the fingers, morning and night, and rub about a teaspoonful into the scalp. It will not harm the hair, but the medication does its work on the scalp, and an endeavor should be made to apply it there. After about a week the hair will become unpleasantly oily. When this occurs, wash the hair well with the white of an egg, followed by soap and warm water, and finally by plain water. Repeat the washing as often as the hair becomes oily, and the dandruff will soon disappear.

After a few weeks' use the preparation may be discontinued, and the cure will usually be complete. But if there is any sign of a return of the trouble, an application once or twice a week will keep the dandruff in permanent subjection.

#### *To Preserve Wood from Dry Rot.*

J. H. J.—The best way to preserve timber exposed to the action of the weather is to force into the pores of well-seasoned wood as much carbolic acid, or creosote, as possible. This soon resinifies, and most effectually protects the timber from dry rot and decay. On a large scale, as for railway sleepers, expensive appliances are needed; but for barns or outbuildings it may be applied to considerable advantage by the use of a paint brush.

#### *Hair Tonic.*

J. M. P. requests us to discuss the following formula for a hair tonic:

Chloral hydrate.....	160 grains.
Alcohol .....	2 fluidounces.
Saturated solution of boric acid.....	4 fluidounces.
Perfume, a sufficient quantity.	
Water, enough to make.....	8 fluidounces.

This formula calls for no particular comment. We might suggest the addition of a little resorcin.

#### *Short Answers.*

H. E. J.—“Blue-blue aniline” and “plant green” may be obtained from any dealer in dyes. A local firm which handles these coloring agents is Theo. Eaton & Son, Detroit, Mich.

C. V. M.—Tyson's book on urinary analysis is published by P. Blakiston's Son & Co., 1012 Walnut Street, Philadelphia.

W. J. H.—A formula for an embalming fluid appeared in this department of the October BULLETIN on page 440.

J. H. J.—Lignum is the Latin for wood.

## BOOKS.

#### STEWART'S COMPEND OF PHARMACY.

A new edition, the seventh, of this popular handbook has recently been issued by the publishers—P. Blakiston's Son & Co., 1012 Walnut Street, Philadelphia. Certain corrections were rendered necessary by the changes made in the text of the U. S. P. last year, these changes having in turn resulted from the enactment of the Federal food and drugs act. As will be recalled, the revisers of the U. S. P. modified certain standards and requirements; and Dr. Stewart and his publishers evidently thought that the Compend should be brought fully up to date in these particulars. As is well known, Stewart's book follows pretty closely along the lines of Remington's Practice of Pharmacy, and in a sense it is an epitome of that familiar work. The price is \$1 net.

#### RUDDIMAN'S "INCOMPATIBILITIES."

That most invaluable book, “Incompatibilities in Prescriptions,” by Edsel A. Ruddiman, Ph.M., M.D., has been recently brought out in a new edition. On account of the revision of the Pharmacopœia and the introduction of new compounds into medicine, many changes have been made. About fifty new prescriptions have been introduced, replacing some that were less important. A table of solubilities has been very properly appended because many incompatibilities are due to the formation of insoluble compounds. Another useful addition is a table of average prices of prescriptions which enables those who have not had drug-store experience to learn about such charges. Ruddiman's work on incompatibilities is the best book of the kind in print. Every dispenser and every student of pharmacy should own a copy. It is published by John Wiley & Sons, of New York, and costs \$2.

#### KRAEMER'S BOTANY AND PHARMACOGNOSY.

“Botany and Pharmacognosy,” by Henry Kraemer, Ph.D., has just undergone a third edition. The book is now one of the best American works on this subject. It was only in June of 1907 that the second edition appeared, but Dr. Kraemer has seen room for improvement. On account of certain difficulties in reproduction, some of the half-tone photographs in the previous edition did not come up to the author's expectations. These have been replaced by line drawings which not only represent in detail external morphological characters, but internal structures as well. Thus they serve for identifying either the plants, or the crude and powdered drugs derived from them.

In addition, some of the results of a research published during the past year have been included, and the part on reagents and microtechnique has been considerably extended, with a view to helping the practical worker as well as the student. The mechanical arrangement leaves nothing to be desired, as the work abounds in beautiful half-tones. Dr. Kraemer's book should be a welcome addition to the library of every pharmacist. It is published by the J. B. Lippincott Company of Philadelphia and London. It comprises 850 pages and costs \$5.00.

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## THE MONTH'S HISTORY.

### THE LIQUOR SITUATION.

Every month it becomes more and more apparent that the situation of overshadowing and dominating importance in pharmacy just now is that which revolves around the liquor question. In talking so frequently upon this theme, however, the BULLETIN is anxious that its position shall not be misunderstood. It does not want to be considered a prohibition organ. It does not desire the unfortunate reputation of a "preaching" or "reforming" periodical. It is anxious that its readers shall not consider it a "crank" on the liquor question, and it hopes to avoid boring its constituency by harping too continuously on one string. But it feels the tremendous importance of the issue; it plainly sees that pharmacy is

facing a real crisis; it realizes that the future welfare and reputation of the calling is largely conditioned on the degree in which this crisis is averted; and as a sincere lover of pharmacy it is anxious to maintain and further the interests of the profession in this as in all other directions.

* * *

### RECENT DEVELOPMENTS.

Neither are we exaggerating the danger. Every week there pour into this office reports indicating on the one hand that the tidal wave of temperance legislation is covering more and more ground, and on the other that pharmacists in "dry" territories are being more and more placed under suspicion and are in increasing numbers suffering prosecution at the hands of the law. At the recent elections 31 counties in Ohio extirpated the saloon. The State of Arkansas decided by a majority of 12,000 to write State-wide prohibition into its constitution. In Michigan 11 out of 15 counties voted temperance not long since, and special elections will be held in 27 additional counties in April. So it goes. Thus far this year saloons have been closed on an average of 30 a day! The American Anti-Saloon League and other agencies are constantly at work, developing public sentiment; the issue is everywhere assuming increased importance; and it inevitably happens that the strain upon the character and reputation of pharmacy and pharmacists is increasing in like measure. Denied liquor in the saloon, those who desire it turn to the drug store for relief. Pharmacy is thus presented with a temptation, and is in any event placed under suspicion by the public and by the officers of the law. What is being done to avert the danger?

* * *

### CONDITIONS IN NEW JERSEY.

The situation has become acute in New Jersey. In that State the sale of liquor by the druggist is confined to physicians' prescriptions. In some instances this limitation is ignored by druggists. In

other instances disreputable physicians are reported to be doing a thriving business in the selling of whisky prescriptions at the uniform rate of 25 cents each—a condition which indicates that the medical profession, no less than the pharmaceutical, is placed on trial by the existing liquor crisis. In Cumberland county the Medical Society recently appointed a committee to investigate such charges, declared that it would sift all evidence to the bottom, that it would coöperate with the legal authorities, and that it would dismiss from membership any guilty physician. This is exactly the spirit by which the pharmaceutical associations of the country should be guided. The State Excise Commission of New Jersey, desiring to do the fair thing, called a conference with leading druggists and asked the latter to explain their attitude toward liquor selling. The druggists presented the resolutions on the subject which had been adopted by the A. Ph. A. and the N. A. R. D. (see pages 397 and 398 of the October BULLETIN), and declared that these expressed their views accurately. The reports of the conference which have come to us are not very clear in detail, but we hope that the New Jersey druggists set forth their attitude with determination, promised to coöperate in every possible way with the State Excise Commission, and proved beyond peradventure the honesty and sincerity of their position. They certainly had an excellent chance to protect the profession in the State from the possibility of disgrace.

* * *

#### AN INSTANCE IN POINT.

That the situation in New Jersey calls for prompt and courageous measures may be seen from the results of a recent court trial. Charles H. La Wall, a well-known member of the faculty of the Philadelphia College of Pharmacy, and a chemist with a private practice, served as a chemical expert in this trial and calls our attention to the circumstances. A druggist in Bridgeton, N. J., was prosecuted for selling whisky containing chloral hydrate, which was afterwards employed criminally in "doping" several people. The jury acquitted him of this charge, but convicted him of the illegal sale of liquor. Bridgeton is "dry" under the State local-option law, and the druggist, of course, had no right to sell whisky without a prescription. He had been convicted some years before of selling Duffy's Malt Whisky illegally. The court, in imposing sentence, evidently thought an example ought to be made of

the druggist, and he was consequently sentenced to six months' imprisonment, and in addition was fined \$1000. Dr. La Wall remarks in his letter to us that Bridgeton is one of the thousands of towns throughout the country where, with the spread of local-option legislation, the pharmacists are standing the test of their lives. Let us hope that they will measure up to the situation!

* * *

#### THE SITUATION ELSEWHERE.

What about the liquor crisis in other States? Well, we have before us as we write a great collection of newspaper clippings from all over the country. Two druggists of Long Beach, California, have been fined \$100 each for the illegitimate sale of beer. A woman and her husband in Charlestown, near Boston, are facing the possibility of a term of imprisonment. In Kansas several prosecutions have recently been brought. In Ohio a Common Pleas judge in Union county has taken the situation firmly in hand, and has warned all the druggists in the county that if they are caught selling liquor illegally they will get the full penalty of the law—a \$200 fine and a workhouse sentence for the first offense, and a \$500 fine and a longer imprisonment for the second offense. Much the same condition of things might be reported from other "dry" sections of the country. It is becoming increasingly apparent every month that the situation is steadily growing more and more acute; that the druggists of all "dry" sections must face the issue with determination and vigor; that they must convince the public of their honesty; that they must expel from membership in their local associations all druggists who violate the law; that they must assist the local authorities in ferreting out and punishing offenders among their own ranks; and that, in a word, they must themselves assume control of the local situation and by so doing preserve their reputation and their honor.

* * *

#### THE COCAINE EVIL.

The illegal sale of cocaine and other narcotics presents only less danger to the welfare and dignity of pharmacy than the illegal sale of liquor. In New York State a fairly effective anti-cocaine law was enacted a couple of years ago, but it now appears that in New York City the "fends" are evading the statute by the use of forged prescriptions, and they have even had the "nerve" to use the name of Dr.



Alvah H. Doty, health officer of the port. In law, of course, the responsibility in such a case belongs to the druggist; he must satisfy himself that a prescription is legitimate, and in such an instance his duty is similar to that of the bank official who must accept the responsibility for cashing forged checks. In Philadelphia we note that, while the druggists of the city are observing the anti-narcotic law with a commendable degree of honor, street peddlers have taken advantage of the situation to do a thriving business in the proscribed drugs. They have even gone so far as to sell "coke" to schoolchildren, and it is very fortunate that Philadelphia has a local magistrate who has dealt out severe punishment in two or three instances to these men and has given fair warning that such culprits need expect no quarter from him. In Ohio we observe that the Board of Pharmacy has revoked the registration certificate of a druggist in Columbus found guilty of selling cocaine illegally.

* * *

#### ANTI-NARCOTIC LEGISLATION.

All of which suggests that in a number of States the druggists are preparing to have new anti-narcotic measures introduced in their respective legislatures. The proposed bills vary considerably from one another, and this leads the BULLETIN to express its opinion that in every such instance the "Chicago Conference Measure" ought to be used. This bill was first drawn up by Prof. James H. Beal, was amended by the A. Ph. A., and was afterwards modified and approved in Chicago at a conference attended by representatives of the four national associations in the drug trade. Reprints of the measure may easily be secured by writing to Thomas H. Potts, secretary of the N. A. R. D., 79 Dearborn Street, Chicago. The Chicago Conference measure involves the sale of cocaine, alpha or beta eucaine, opium, morphine, heroin, chloral hydrate, or any salt, compound, or preparation of these drugs; it exempts preparations containing certain minimum amounts of such drugs; it provides for a wise system of penalties; and it decrees that upon the third conviction the druggist shall be imprisoned in the county jail for not more than six months, and shall have his license as a pharmacist taken away from him. The bill represents the collective wisdom of the hour on anti-narcotic legislation, and it ought to be used in every State, not only because of its excellence, but in the interests also of interstate uniformity.

#### REVENUE TROUBLES.

Just as we go to press we are informed that several druggists in Grand Rapids, Michigan, have been fined by the revenue authorities for making and selling "rock and rye" and beef, iron and wine. The contention of the revenue authorities is that these products cannot be legally manufactured except by those who have a rectifier's license, and we understand that the druggists have been fined in amounts ranging from \$75 to \$300 each. At this writing it is impossible for us to state under what particular law or ruling the officials have acted. It is evidently not the regulation covering those patent medicines and pharmaceuticals which are considered to be beverages, a full list of which was printed on page 332 of the BULLETIN for last August. Beef, iron and wine is not represented in this list. It would seem, therefore, that the revenue collectors were operating under the much-discussed ruling regarding the use of fortified sweet wines in manufacturing processes—a ruling which, if effectively carried out, would make a criminal of nearly every druggist in the United States. This ruling, however, has been suspended by the authorities in Washington until representatives of the drug trade can appeal to Congress to have the law so amended as to prevent any misunderstanding of construction in the future. Two or three of the Grand Rapids druggists were also fined for violating the old regulation regarding cigar boxes: they had detached the box covers from boxes not yet emptied, thus tearing apart the revenue stamp, and they had also failed to destroy the stamps and factory numbers on empty boxes.

* * *

#### DENATURED ALCOHOL.

John G. Capers, Commissioner of Internal Revenue, has gone to Europe to make a long investigation of the denatured alcohol industry in that part of the world. He was accompanied by Dr. J. A. Crampton, chief chemist of the bureau. Denatured alcohol has made comparatively little progress in the United States, while in Europe it is foremost among the leading industries. The trouble here has been that the alcohol cannot be turned out as cheaply as in Europe and therefore does not compete with kerosene oil and other fuels. Abroad it is sold cheaper than kerosene and is widely used. Government experts will soon give lectures in Washington on the distillation of alcohol from molasses, bananas, cacti, sweet potatoes, and the like. Repre-

sentatives from the state agricultural stations will attend them and will then go home and instruct farmers and others how they may distil alcohol on their own premises and from waste products at that. Incidentally we may report the recent action of the Commissioner of Internal Revenue in calling attention to the fact that the denatured alcohol law prohibits the use of the substance for manufacturing any beverage or liquid medicinal preparation—which answers the occasional queries of druggists as to whether or not they are permitted the use of denatured alcohol in making galenicals.

* * *

#### GOVERNMENTAL PROSECUTIONS.

The Federal government is doing a thriving business these days in the prosecution of dealers under the food and drugs act. The BULLETIN has just received notice of eight or ten judgments, in every one of which the defendant entered a plea of guilty. For this reason the decisions do not settle any moot point of law in the interpretation of the Federal act. In several cases libel for condemnation was brought against shipments of honey declared to be misbranded and adulterated because they contained invert sugar and glucose in small amounts—although some chemists claim that these substances are naturally present in honey. In two or three instances "strictly fresh eggs" were declared to be misbranded because they were found to be anything else but "strictly fresh." Two or three shipments of vinegar were alleged to be misbranded because, not being real apple or cider vinegar, but representing a distilled product, they were artificially colored to imitate the real product and were not marked "imitation."

* * *

#### "VANILLA" EXTRACTS AND "SKIN FOODS."

Of greater interest to the drug trade was the judgment in an Ohio case where vanilla extract was alleged to be in violation of the law because it contained coumarin and vanillin and was artificially colored with caramel to resemble the real vanilla extract. A proper form of branding and labeling would of course have prevented prosecution in this instance. In another case "Sartoin" skin food was held to be illegal on the grounds that there is no such thing as a "skin food," that the product comprised commercial magnesium sulphate which would not produce a "soft, velvety tint on the roughest of skins," and that in general the claims for the prep-

aration were false, misleading, and deceptive. Reverting to the vanilla case, it may be observed that several proceedings of a similar nature have been brought by the Federal government from time to time and that it behooves druggists to see to it that their flavoring extracts are "true to label."

* * *

#### TWO COURT DECISIONS.

Two decisions of a somewhat contrary import were rendered some time ago. In the first place, a temporary injunction which the W. H. Hill Co. of this city had secured against a firm of Detroit druggists, prohibiting them from selling the Hill products at less than list prices, was dismissed by Judge Murphy of the county court, who declared that the contract upon which the plaintiff relied "was a violation of the common law against contracts in restraint of trade and a violation also of the Michigan anti-trust law." This decision, it may be explained, is contrary to a considerable number which have been rendered in different courts throughout the country with reference to the contract plan. The other case in mind is that in which the Appellate Division of the New York Supreme Court affirmed the decision of the lower court in declaring that the members of the American Publishers' Association had a perfect right to refuse to sell copyrighted books to R. H. Macy & Co. Practically the same principle is involved in a suit recently brought by a drug cutter in Portland, Indiana, who asks damages of several jobbers for refusing to sell him patent medicines and other goods. In a case decided not long since in Denver, the court declared that certain jobbers, acting independently of one another, were justified in refusing sales to a cutter, the jobbers declaring they did so for purely personal reasons.

* * *

#### THE OBSOLETE "LAW OF 1848."

Ever since the passage of the Federal food and drugs act there has been more or less confusion at the port of New York, and also at other ports of entry, because the customs authorities, passing on imports, are still being guided by the law of 1848. This sets up as standards the requirements of both the U. S. P. and foreign pharmacopœias, and it has been the custom of the port officers in certain instances to accept drugs which complied with the requirements of the countries from which they came. Thus, since

the passage of the food and drugs act, there have been, in a measure, two sets of standards, and there is of course no good reason why this source of confusion should be permitted to continue. Hence the movement among the several branches of the drug trade in the east looking toward a modification of the importation law at the coming session of Congress. Resolutions have been passed by several associations, and a conference on the subject is scheduled to be held during the first week of December at the Philadelphia College of Pharmacy. Incidentally, too, the jobbers are anxious to make it possible to have shipments of *crude* drugs enter the country even though they do not comply with pharmacopœial requirements, providing they are properly and honestly labeled, and providing also they are to be used for manufacturing purposes where the finished products can be adjusted by standardization to legal degrees of strength.

* * *

**A JOINT MEETING  
FOR THE A. PH. A.  
AND N. A. R. D.**

Will the A. Ph. A. and the N. A. R. D. hold their annual conventions next year at the same place, and either the same week or in succeeding weeks? This question is one of considerable interest just now. The A. Ph. A. invited the N. A. R. D. to meet with it during 1909. The N. A. R. D. received the invitation with considerable enthusiasm, and it now remains for committees of the two associations to get together and arrive at a final decision in the matter. This we understand they are about ready to do. In the meantime, however, strong pressure is being brought to bear upon the Council of the A. Ph. A. by the drug trade of California, which is exceedingly anxious to have the association hold its meeting next year in Los Angeles. The Chicago branch of the A. Ph. A. has passed strong resolutions favoring a joint convention, and has appointed a committee of three to attend the next meeting of the C. R. D. A. with a view to having that association express a similar attitude.

* * *

**REST FOR THE  
WEARY DRUGGIST.**

R. A. Carmichael, an energetic druggist in Detroit, has been endeavoring for some time to get the druggists of certain sections of this city to see the error of their ways and to give themselves certain hours for rest on Sunday. At the present writing 45 pharmacists on the west side of the city, and 83 on the east side, have about decided to keep

their stores open on Sunday between the hours of 9 A.M. and 6.30 P.M. only. Two or three druggists are holding out on the proposition, however, and while this may cause some delay it is not expected to upset the arrangement. Mr. Carmichael himself has for two or three years kept his two stores open only between the hours of 9 and 12 A.M. and from 3 to 6 P.M. If the proposition to close on Sunday at 6.30 P.M. goes through, it is understood that it will hold good only until April 1, the beginning of the summer soda season. In Hoboken, N. J., we note that 50 druggists have signed an agreement to close their stores Sunday afternoons from 2 to 5 o'clock. The BULLETIN may observe in this connection that there is no earthly reason why druggists should continue to make slaves of themselves. The public would soon adapt itself to any reasonable change, and no loss would be experienced. But even if there were a slight loss, why should pharmacists not give themselves a little of the rest and recreation which other people enjoy?

* * *

**THE NEW  
YORKERS BUSY.**

The Propaganda Committee of the New York State Pharmaceutical Association is apparently preparing to get to work on a systematic basis. Dr. W. C. Anderson, chairman of the committee, has recently sent out a letter to upwards of 300 prominent druggists throughout the State, asking them certain questions regarding the status of the propaganda movement in their localities, and requesting information with respect to the sale of N. F. and U. S. P. goods. The committee desires to be of assistance to the membership in different sections, and it offers to send a representative to start the propaganda work in any town where the services of such a man are requested. By virtue of his long connection with the propaganda work in Brooklyn, Dr. Anderson is well qualified to take up such an issue and handle it with marked success.

* * *

**DRASTIC  
PUNISHMENT.**

In two or three States, notably in Massachusetts, it is provided that the registration certificate of a pharmacist shall be suspended or revoked upon his second or third conviction for violating the liquor law. In a considerable number of States this penalty is provided for violation of the anti-cocaine or anti-narcotic laws. In Pennsylvania recourse may not at present be had to such punishment, and Dr,

Henry Kraemer is strongly of the conviction that this legal omission should be rectified. He believes that it would be greatly to the benefit of pharmacy if courts were given the power of putting druggists out of business who shamelessly violate the liquor and anti-cocaine laws. A resolution to this effect was recently passed at a meeting of the Philadelphia College of Pharmacy, and it is understood that the question may be referred to the State legislature at the coming annual session.

* * *

#### THE APPROACH- ING STORM.

The annual meetings of two eastern buying clubs were held not long since—the Brooklyn Consolidated Drug Co., and the Philadelphia Wholesale Drug Co. The reports rendered on both occasions indicated that the two clubs had enjoyed a prosperous year. The attitude of the jobber toward buying clubs in general was discussed with some acrimony at the Brooklyn meeting, and it seemed to be the consensus of opinion that any hostile attacks from the jobbing trade should be met with retaliation. Some of the members even went so far as to suggest that additional lines ought to be carried by the buying club to encroach still further upon the jobber's business—providing the jobber succeeded in cutting off supplies from the club in any direction. All of which suggests that a storm of large dimensions is brewing between these two elements in the drug trade, and that thunder and lightning will develop some day if not averted in the meantime. The jobbers' attitude was presented at some length at the last annual meeting of the N. W. D. A., and was reported upon in this department of the BULLETIN in the October issue. We observe that out in Lincoln, Nebraska, the druggists are considering the advisability of organizing a buying club.

* * *

#### TAXING THE DRUGGIST.

Greater New York, pharmaceutically speaking, is the one place in the country where druggists are subjected to all sorts and kinds of legal handicaps and restrictions. The Bureau of Combustibles of the City Fire Department has now decreed that an annual fee of \$50 must be paid by every druggist or other merchant who desires the privilege of making liquid insecticides, stove polishes, and the like, if the latter represent "a combustible mixture." The Bureau originally declared, a month or two ago, that druggists who sold such products and did not make

them would be compelled to pay annual fees of \$2, but we understand that this exaction has since been withdrawn. Druggists are still compelled to pay \$2 a year, however, to the Municipal Explosives Commission for handling inflammable substances.

* * *

The Committee on Ways and Means of the House of Representatives has recently been holding a series of hearings in Washington on tariff revision. Schedule "A" of the Dingley law, covering chemicals, oils, and paints, was the first to be considered, and representatives of a number of houses in the drug and chemical trades appeared before the committee. Among others was Albert Plaut, who argued that the duty on medicinal chemicals of 25 per cent should be reduced to 15 per cent.

* * *

The Cleveland School of Pharmacy has become affiliated with the Western Reserve University, and in the meantime the University of Nebraska has organized a department of pharmacy in Lincoln. These two instances, added to others of a similar character, would seem to indicate that pharmaceutical teaching is more and more being conducted under university auspices.

* * *

Thomas H. Potts, the new secretary of the N. A. R. D., has been received with great hospitality by the drug trade of Chicago. Among other things, a large reception and dance in honor of Mr. and Mrs. Potts was given under the auspices of the Chicago Retail Druggists' Association and the Chicago Chapter of the W. O. N. A. R. D.

* * *

By coöperation of the Akron, Ohio, Drug Clerks' Association with the Retail Druggists' Association, all drug stores in that town close at 8 instead of 10 o'clock as heretofore. The Drug Clerks' Association comprises nearly all of the drug clerks in the city, and by combined efforts will endeavor to better conditions generally.

* * *

The Illinois Board of Pharmacy has recently decreed that, beginning with January 1, 1909, applicants for registration as apprentices will be licensed without examination providing only they can furnish evidence of having satisfactorily completed at least eighth-grade work in the public schools.

## EDITORIAL.

### SHALL THE DRUGGIST REMEMBER THE DOCTOR AT CHRISTMAS?

Each year with the advent of the holidays, druggists are prompted to consider the advisability of giving Christmas presents to their medical friends. Some hesitate. Others embrace the opportunity. Occasionally the relations of the doctor and the druggist are not sufficiently cordial to warrant an exchange of Christmas greetings. But this is the exception and not the rule. The retail druggist is coming more and more to remember the physicians in his vicinity at Christmas.

In making a disbursement for this purpose, the druggist will sometimes ask himself, "Is it really worth the while?" To answer this question he needs merely to observe the common custom. Time is a good test of any institution, and druggists would not continue the practice of presenting holiday gifts to their medical friends unless they served a good purpose. Mind you, we do not assume that the doctor has any particular claim on the druggist in this direction. He hasn't. But a Christmas present must help to sustain a feeling of good-will between the giver and the recipient. That is true the world over. The doctor is indeed a callous fellow who doesn't show some appreciation for a Christmas remembrance.

Where he has been dispensing he may be induced to send more business to the store. If he be a prescription writer, a Christmas gift may cement him all the more closely to a friendly druggist. There is no doubt about it. Druggists in the cities and in the country wouldn't observe this practice year in and year out unless they received a *quid pro quo*. For however generous be the motives that fill men's minds with thoughts of Christmas, men in business relationships give only for value received. They may be actuated by a sense of gratitude, but gratitude, said somebody, is an expectation of favors yet to come.

### BEWARE OF CHEAP SYNTHETICS!

It is generally known that druggists can buy imitations of the prominent synthetics from agents who make a business of such traffic. Representatives of certain obscure drug houses find these products a profitable side-line. They carry the goods in a satchel, sell, collect, and deliver on the spot. As fast

as their stock is depleted they have only to telegraph their chemical broker and more goods are at once available.

These agents not only hurt the foreign manufacturers who sell the original products, but educate pharmacists in a bad practice. They sell acetylsalicylic acid for aspirin, diacetyl-morphine for heroin, also imitations of the proprietary silver salts. Recently Merck & Co. were victims of a rank substitution. Some quack sold a druggist a preparation said to resemble veronal. Chemical examination of the product revealed a composition widely different from that of the well-known hypnotic.

The druggist should be very cautious about this sort of thing. If he desires to carry hexamethylenetetramine, that is his privilege. But where the doctor specifies urotropin, only the genuine article should be used. Where the druggist has an understanding with the doctor which warrants his dispensing the cheaper product, there is no objection; but the pharmacist who indiscriminately substitutes for the proprietary synthetics will some day find himself in trouble. He may succeed for a time in securing imitations of the better sort, but sooner or later some shark may sell him a poor product—either worthless or even dangerous.

So the problem involves not only a moral factor, but a very practical one. Where the agent who plies this trade is a newcomer, the druggist is taking every risk to buy from him. For the stranger has no reputation to sustain. He comes to-day and is gone to-morrow. The immediate sale is all that interests him, and his goods may be worthless. To substitute for the synthetics is to play with gunpowder, and every druggist should realize it.

### AN ENCYCLOPEDIA OF COMMERCIAL AND DISPENSING PHARMACY.

This is what, without immodest boasting, we can fairly claim the BULLETIN to be. Run your eye down the annual index in this issue and see if you do not agree with us. Observe what a wealth of information this year's volume of the journal has contained—information suiting every practical requirement and complying with every need.

Do you want a formula for this or that product? Do you need suggestions for a window display, a circular, a newspaper advertisement? Are you thinking of making a drive on some article or line, and would you like to know what methods of exploitation have been worked out by some one else? Are

you interested in souvenir post-cards, and would you care to hear how other druggists have made them pay the rent—and more? Do you desire information on how to make one of the new “greaseless” cold creams? Improved bookkeeping methods—do they interest you? Dispensing troubles—do they bother you?

All these requirements, and a thousand and one others, are met in this one volume of the BULLETIN. Hadn't you better bind it and keep it for reference? Or, if you haven't kept all your copies this year, wouldn't it be well to save them during 1909? We'll furnish you with a binder into which you can readily insert the numbers as they arrive from month to month. It will cost you 65 cents—just what it costs us. We don't make any money on it and don't want to—our object is to have our readers save their BULLETINS and get the most good out of them.

These binders can be used as temporary binders throughout the year, or the BULLETINS can be kept in them permanently if you choose—either way or both ways. They hold one volume with the ads.—two without the ads.

Our “Dollar Ideas,” our “Best Advertising Schemes,” our window displays, our answers to board-of-pharmacy questions, our thousands of formulas, suggestions, specimen advertisements—they should all be kept available for use whenever they are required, and available at a moment's notice. Our carefully-prepared annual index does the trick. Consult it any time and you will be surprised to see what you can find.

Just try it!

#### BUSINESS REVIVAL.

The election is over. Its uncertainties have passed away. The panic, too, has disappeared. Thus the two clouds which hung dark on the horizon have lifted, leaving us in the dawn of a prosperous era. The coming year promises to be one of the most flourishing the country has known. Everywhere is a feeling of confidence. Crops are plentiful and the farmers are getting good prices.

With the passing of the panic money concealed in the brush-wood has come out into the open. A period of expenditure and investment is setting in as a natural reaction from the severe depression. The railroads are ordering more cars, which offers further evidence of the general revival.

The rural drug stores should thrive during the coming year. As for the city pharmacies, every-

thing looks bright. Factories are taking on their full force, with the result that stores located in manufacturing districts must experience increasing sales. With the financial, agricultural, and political situation in good condition, the drug trade may look now to a long era of prosperity.

#### A SCARCITY OF SODA DISPENSERS.

It appears that there is a scarcity of good soda fountain attendants, or, as they are known in the trade, “dispensers.” One of the objects of the newly formed National Soda Fountain Association will be to take steps to increase the supply of capable dispensers. The association has already received a number of letters complaining of the trouble experienced in obtaining good men. As a matter of fact, there is a big army of good dispensers scattered through the country, but the growth of the industry has taken most of them out of the market. This is due to the high wages paid to those who study their fountains and work to make their jobs secure. The dispensers who are valuable know pretty much all about the apparatus they are using. They study the proportions in dispensing beverages and make a profession of the work. There is nothing superficial about them. Some read the trade journals and take every other advantage possible to learn what the more progressive of their fellow-workers are doing. Men of that disposition educate themselves. They become invaluable to their employers and never lack positions or adequate salaries. There are many dispensers who are not in this class, but who ought to be there and would be there if they had the chance. There are many young men who need practical instruction. They simply cannot grasp what they need. To reach this class in a practical way will be one of the results of the organization of the new National Soda Fountain Association.

#### TO EACH HIS DUE.

Two pharmacies were illustrated in the BULLETIN last month—those of the Riley Drug Co., Florence, S. C., and W. J. Dunlap, Cannonsburg, Pa. The two cuts appeared on pages 468 and 483. In some way the engravings became mixed. Just how it happened we do not know and cannot discover—printer's mistakes are the easiest to make and the hardest to avoid. At any rate, we are full of contrition about it, and we trust this public apology will straighten the matter out to everybody's satisfaction.



## THE HALL OF FAME.

### THE PRESIDENT OF THE A. PH. A.

In our review of the Hot Springs meeting of the American Pharmaceutical Association, printed in the October BULLETIN, we naturally desired to use a portrait of the new president, Dr. Oscar Oldberg of Chicago. At the last minute we discovered that the only cut available was an old one which scarcely did the Doctor justice, but we "ran" it rather than go without any. Since then we have been fortunate enough to secure a copy of the president's latest portrait, and we are presenting it with a good deal of satisfaction this month. It is a lifelike semblance



DR. OSCAR OLDBERG.

of one of the ablest and most constructive thinkers in American pharmacy. That the presidential address at next year's meeting of the A. Ph. A. will be a masterpiece is no bit of exaggerated and fulsome prophecy. We confidently expect the future to justify our prediction.

### A PROMINENT AUSTRALIAN PHARMACIST.

R. D. Hanlon, a New Zealand apothecary, is well known throughout the Australasian country. Recently, indeed, he has been honored with election to the presidency of the New Zealand Board of Pharmacy. He has been president of the Central Pharmaceutical Association of New Zealand and has occupied many other positions of pharmaceu-

tical importance. Mr. Hanlon's store is a prosperous one and is conducted along vigorous lines. In times past we have reproduced specimens of his



R. D. HANLON OF NEW ZEALAND.

advertising in the BULLETIN and have likewise had one or two contributions from his pen. He has been one of our subscribers for several years and has been kind enough on two or three occasions to speak warmly of our journal.

### A BUOYANT AND ENERGETIC TEXAN.

R. H. Walker, well known, perhaps famously known, in his own State of Texas, was introduced



R. H. WALKER.

to the American Pharmaceutical Association for the first time at the Hot Springs meeting last Septem-

ber. The introduction was a source of pleasure on both sides. Mr. Walker came primarily to attend the annual meeting of the National Association of Boards of Pharmacy, to which he was sent as a delegate by the Texas Board, but he was present at several sessions of the A. Ph. A., mingled with the membership generally, delivered a speech at the big smoker and banquet, and made himself "solid" by virtue of his wit, his humor, his enthusiastic manner, his marked social qualities, and his ability as a speaker and raconteur. But, then, both oratory and attractive personalities find their native habitat in the South anyway! Mr. Walker is secretary of both the Texas Board of Pharmacy and the Texas Pharmaceutical Association. His home is in Gonzales.

#### MISS MARY A. FEIN.

Miss Fein commended herself most successfully to the membership of the American Pharmaceutical Association at the Hot Springs meeting in September last. She had been the secretary-treasurer of



MISS MARY A. FEIN.

the Arkansas Association for a number of years, and it was therefore fitting that she should have a good deal to do with the local entertainment. As a matter of fact, indeed, she was right bower to Martin A. Eisle, the local secretary. One of the prettiest incidents of the week was that of Monday afternoon,

at the opening session, when Miss Fein, on behalf of the State Association, presented President W. M. Searby with a beautiful bouquet of 56 roses, one for each of the 56 years of A. Ph. A. history. Her speech of presentation was simply and tastily rendered, and President Searby, though taken completely by surprise, responded with the grace and felicity which can always be expected of him. The incident called forth the most hearty applause.

#### JOSEPH W. ENGLAND.

Things came Mr. England's way at the last annual meeting of the American Pharmaceutical Association. He presided so successfully over the Section on Education and Legislation, and had so good a programme, that he was reelected to that position



JOSEPH W. ENGLAND.

for the coming year. He was also made secretary of the Council to succeed Dr. H. M. Whelpley, in turn elected treasurer of the general association in place of S. A. D. Sheppard, who had resigned after holding that position for over twenty years. Mr. England has taken hold of the secretaryship with method and enterprise, and is carrying on the *ad interim* business of the Council by mail in a very successful manner. In private life Mr. England is chief of the research department of the Smith, Kline & French Co. of Philadelphia.

## “MY BEST ADVERTISING SCHEME.”

**Four Druggists Receive \$2.50 each for Describing the Plans which have Brought them the Most Business—Suggestions which Can Be Easily Duplicated by Others.**

### “A FLOWER DAY” FOR BOOMING SPECIALTIES.

By VERNON W. MEEK, LONDON, ONTARIO.

Allow me to congratulate you on opening such a practical and helpful department as “My Best Advertising Scheme.” It should prove instructive and interesting to your many readers.

“Our best advertising scheme” was our “Flower Day.” By the way of introduction I may state that toilet specialties have been our hobby; we have spent much time in perfecting and adding to the line. We make each article with diligent attention to the formula and style of package.

By advertising in the newspapers we had already



VERNON W. MEEK.

developed a good trade, but decided to bring the line into more prominence by giving away, on a special day, a half dozen carnations with each article.

The day selected was Saturday, January 18. We doubled our newspaper space so that we might make a striking announcement. At the same time, we made a window display of all the specialties. Neatly printed cards advertising each article, with the price, were placed in the window along with several large vases of carnations. With a little care a very attractive display can be made, one that will make the people stop and look. A large sign in the

center of the window announced that we would give away the flowers *free* on Saturday.

The flowers were procured from the florist. The most we had to pay was 1½ cents each, and we have bought them as low as 1 cent, although they sold at 75 cents a dozen at the florist's on the

DON'T  
FORGET  
THE  
DAY

# Flower Day

—ON—

## SATURDAY, JANUARY 18th

We are going to give away  
thousands of Freshly Cut

## GARNATIONS

**FREE      FREE      FREE      FREE**

To further introduce our popular

## Toilet Specialties

We shall give to each pur-  
chaser of any of them HALF  
A DOZEN CUT FLOWERS.

Our Own Toilet Specialties are guaranteed pure and free  
from injurious chemicals.

Ideal Cold Cream • 35c. to 85c. <small>A Skin Food</small>	Dentanol Tooth Wash • 25c.
Ideal Lotion • • • • 25c. <small>Heals Chapped Skin</small>	Dentanol Tooth Powder • 25c.
LILAC LOTION • • • • 25c. <small>An Almond Cream</small>	Dentanol Tooth Paste • 25c.
EGYPTIAN SHAMPOO • 25c. <small>A Hair and Scalp Cleanser</small>	Peruvian Hair Food • • 50c. <small>For Falling Hair</small>

**MEEK & VINING**  
**DRUGGISTS**

S. W. Cor. Dundas and Wellington Streets.

**“THE SATISFACTORY STORE”**

Phone 863

DON'T  
FORGET  
THE  
PLACE

This newspaper ad., double-column in width, was used by Mr. Meek for exploiting his “flower day.”

day when we were giving them away. The price varies according to the season of the year. We found it necessary to have an extra boy to wrap the flowers in oiled paper.

Well, it was the largest day's business we ever had, making over 200 sales of our specialties. Nearly all customers did their drug-store shopping at our store on that day and the sale brought in

495

many new faces. We have found, too, that the call for the specialties is increasing. Taken altogether it has been "our best advertising scheme."

### EXPLOITING A TOILET CREAM.

By E. A. REA, STRATFORD, ONTARIO.

Below is the cover of a circular describing a two-days' sale which we held on our "Almond Meal Cream." We made arrangements with a local florist to supply us with the necessary roses and carnations fresh from his greenhouse.

**FREE                      FREE**

**ROSES**

OR

**CARNATIONS**

*****

THE GREATEST OFFER WE  
HAVE EVER MADE

*****

On December 3rd and 4th we will give away  
Absolutely Free of Charge half a dozen Roses or Carna-  
tions (flowers just from Neal's Green House) with every  
25 cent bottle of

**Rea's Almond Meal Cream**

To make our Almond Meal Cream better known we  
have decided to make this Special Offer, and have made ar-  
rangements with Mr. A. Neal, the well-known  
Florist of this City, to supply us with the flowers.

This offer is good only for TWO DAYS, Decem-  
ber 3rd and 4th. Remember the dates.

*****

**E. A. REA**

Druggist and Optician  
Kodaks, Cameras and Supplies  
Market Square, next Royal Hotel, Stratford, Ont.

We set no limit to the number of bottles one person could buy. We gave people their choice of flowers. They were privileged to select any they chose during the sale, but not a flower could be had after the sale was over with.

We advertised the sale by a house-to-house distribution of the circular shown above. On one of the inside pages appeared the following text regarding the cream itself:

#### ALMOND MEAL CREAM.

*Softening*—You cannot help liking this cream. It makes friends for us everywhere it goes, and therefore we like to sell as much as possible.

*Rough Skin*—When your skin becomes parched, peels, and scales, remember that this cream will soften and smooth it, so that the dryness and roughness will disap-

pear. Such a cream is certainly a splendid aid in improving the complexion.

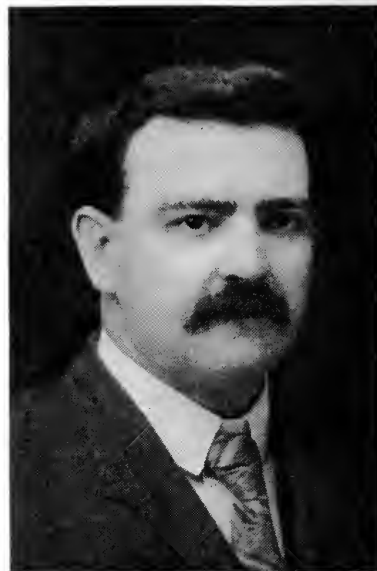
*Sore Lips* feel "twice as bad as they look," but goodness knows, they look bad enough. However, a little rubbing with this cream will heal them, remove the chap and roughness, stop the cracking, and make your lips all right again. By the way, it's well to keep your tongue, teeth, and fingers away from a lip sore. It does no good to feel it, or to bite it, or to wet the sore with your tongue. Just rub on the cream at night.

*Rea's Almond Meal Cream* is fine protection for the skin. Rub it on before starting out in the wind and storm. Also when you come in with face stinging and burning, rub on some of the cream. It prevents chaps and roughness, heals and removes them after they come. It clears the complexion, and makes the skin soft and smooth.

*After Shaving* apply a little of this cream all over where you have shaved. It will allay the smarting and burning, will heal the little gashes and gradually overcome tenderness. It makes the skin firm, smooth, and soft, and heals the irritation around ingrowing hairs.

*"Saw Edge"*—When you take off a collar and find a red, chafed mark around your neck, rub on some of the cream.

A few local announcements in the daily paper were also employed. There was a great rush during the two days. We put out 235 dozen flowers



E. A. REA.

and had the two largest days' business we ever enjoyed. Since then the sale of the cream has been about four bottles for one before.

After paying for all the advertising, the cost of the cream, and all other expenses incurred, we derived a profit on the cream sold in two days of from \$35.00 to \$38.00. In addition there was the extra business which the sale drew and the new customers which it attracted to the store.

## AN OPENING OR SOUVENIR DAY.

By FRED. F. WILSON, TORONTO, ONTARIO.

Our best advertising scheme was an "opening" or souvenir day. Samples of various preparations, such as malted milk, perfumes, soaps, dentifrices, etc., were obtained from the manufacturers, and these, together with samples of our own preparations, were placed in two-pound "union white" paper bags stamped "Surprise Bag" and bearing our name and address. These were given to adult

made, as they can be used repeatedly and are very essential.

## TWO COLD CREAM DISPLAYS.

1. Borrow a woman's dressing table and chair from some furniture store. If you can procure the wax figure of a woman suitably dressed as I did, it will add to the effect. Place it in a corner of the window, put a rug on the floor, and complete the display to your liking. Arrange a selection of toilet articles on the table and an opened box of cold cream. Towards the front of the window set heaps



**GRAND OPENING**  
**DON'T MISS THIS**  
**Saturday, Feb. 17th, 1906**

We want to get acquainted with our neighbors. Come in and see all the beautiful and useful things **WE** have that **YOU** should have—and, then, there are so many absolute necessities that all households should have a supply of. Things you never think of until you see them. Let us tell you about them. We naturally have everything a well regulated drug store should have for all—whether your dear ones are sick or convalescent and after that we want to show you many things for home pleasures and toilet—Perfumes, Scented Soaps, Powders, Lotions, sponges from the coarsest to the fine, silky ones you want for baby.

**Souvenirs**—Don't miss these—you will be delighted.  
**Flowers**—See them—they're worth it.  
**Decorations**—We did our best.  
**Surprise Bags**—See what you'll get.

**Last, but not Least**  
**Free Hot Drinks**  
**Beef Tea, Hot Chocolate—any good wholesome drink**

We have made up our minds that this Grand Opening—on Saturday, February 17th, shall be a great success—Come in and help us keep our word.  
Every Lady making a purchase will receive a beautiful, fragrant Carnation.  
**For the Children—a great surprise.**  
**For Gentlemen—a really good cigar.**

**Come One, Come All Saturday, February, 17th, 1906**

Announcements like this were printed by Mr. Wilson in his drug-store paper and distributed freely.

customers. To children we gave "Surprise Bags" containing confectionery. A supply of medicine glasses and rulers with our card imprinted was also distributed.

On the day set for the "opening" the store was decorated with plants, flags, and large bouquets of carnations for distribution to the ladies.

In order to obtain a souvenir it was necessary for customers to make a purchase. The opening proved a decided success, the receipts being three and a half times what we usually called a good day, and the total outlay did not exceed \$30. We also noticed a decided increase in subsequent business.

## SIX WINDOW SCHEMES.

By BERT KAHNWEILER, ORANGEBURG, S. C.

The trims which I shall describe were all practical and remunerative. Plenty of price tags appeared in the windows, and I may say that if the druggist can't print such tags himself, let him have them



BERT S. KAHNWEILER.

of your own cold cream in all sizes ready for sale. Set up a card bearing this text: "Of course I use Livingston's Cold Cream."

2. Place a large lump of coal and a porcelain dish of your cold cream side by side on a raised glass slab. Have a lot of cold cream packages of various sizes, all priced, in the front part of the window. Set up one card as follows:

The two extremes—black and white. See the whiteness of our cold cream. It is extremely good. 15 cents for a trial size and 75 cents a pound.

## FOR SHAVING REQUISITES.

3. For a small amount you can rent a barber chair. The rest is easy, as you can fix your window with all kinds of barber supplies and shaving needs. Place the chair in the window and surround it with the goods. Have the sign read: "Shaving is easy when the materials come from us."

## FOR SMOKERS.

4. Place a Morris chair in the window. Set a table near-by, and put on it a good reading lamp, magazines, etc. Also have cigars and cigarettes on the table and use your judgment as to the rest of the display. Have the sign read: "For a good, clear, clean smoke buy your cigars here. Box trade a specialty."

## FOR STATIONERY.

5. Borrow a lady's writing desk and surround it with pound and box paper, pencils and pens, and similar material. Open the desk and have the best "leader" ready for use. Have sign read: "Writing letters is an easy task when you use the Lenox Brand of Stationery. 23 cents a pound."

## AN ACCIDENT WINDOW.

6. Set up a dummy figure of a boy all bandaged, with his arm in a sling. Place dust on various parts of the clothing to indicate a bad fall. Surround the figure with liniments, bandages, emer-

gency outfits, and similar material. (This idea was used to advertise \$1 emergency outfits.) Set up a sign:

In case of accident you can get a doctor immediately by telephoning to us. To avoid serious consequences have one of these outfits always on hand.

Dummy figures can be borrowed or rented from clothing stores, as business people of the right kind are accommodating in such matters. These figures add wonderfully to a display, serving to catch the eye. In a drug store they at once excite the curiosity of people passing by, because dummies are not commonly employed for pharmaceutical windows.

## PHARMACY IN JAPAN.

**With Particular Reference to the Establishment of a School in the Imperial University of Tokyo—  
The Japanese Pharmacopoeia—The Professors Who have been Sent to Europe  
and America for the Study of Pharmaceutical Conditions.**

**By M. SHIOHARA.**

The light of Western civilization in Japan first shone at the open port of Nagasaki, in the western extremity of the country. This soon became the center of enlightenment due to the free admission of the arts and sciences from the Occidental nations. Foremost among the new branches of knowledge which knocked at the exclusive portal were the sciences of medicine and pharmacy, which were brought in by a few European physicians in 1839. These newcomers at once began the distribution of their knowledge among the natives. Many Japanese whose names are eminently remembered by the medical world of Japan, such as Nishi, Kurizaki, Yoshio, and Narabayashi, were disciples of these pioneers. The acquirement of medical science had, as a matter of course, been accompanied by the learning of pharmacy. Pursuit of the Western science of pharmacy was thus started in Japan.

The study of pharmacy received encouragement by the publication in 1846 of a work on chemistry in the Japanese language. The coming of Dr. Sieboldt from Germany, who had taken the trip to the Orient on behalf of the Dutch government, resulted in further encouragement to the pharmaceutical students in Japan. Dr. Keisuke Ito, one of the few distinguished native scholars, met and befriended this German scientist. The two men exchanged their knowledge of medicinal plants and in a large

measure assisted in the development of the science and art of pharmacy in Japan.

### THE FIRST SCHOOL IN PHARMACY.

In 1871 a suggestion was received by Dr. Tomoyasu Sagara, the chief of the Medical Bureau of the government, and Dr. Tai Hasegawa, emphasizing the importance of the pursuit of pharmacy along with medical science. It was offered by Dr. Hoffman and Dr. Muller, both professors of medicine in the Eastern Branch of the University, the institution which subsequently came to be the Tokyo Medical School and finally the College of Medicine of the Imperial University of Tokyo. The suggestion was considered a timely one, and it was decided that provision should at once be made for the instalment of a pharmaceutical department. The services of a German scholar in the person of Dr. Niewelt were engaged the following year, and the Doctor was especially assigned to teach pharmaceutics to Japanese students.

In June of the next year a place was set apart for teaching manufacturing pharmacy. Instruction, however, was given only in the primary course, and was limited to a handful of students consisting chiefly of dispensers of drugs. It was not until Dr. Sensai Nagayo was appointed Chief of the Medical Bureau that a department of manufacturing phar-



macy was systematically established. In November of the same year Dr. Martin, German professor in the government laboratory under the control of the Department of Education, was chosen to occupy the chair in this new department.

The government laboratory, however, was after-



Professor Nagai, who has studied pharmaceutical conditions in America and Europe, and who has been elected an honorary member of the Philadelphia College of Pharmacy.

wards separated from the Department of Education, to be annexed to, and controlled by, the Department of Home Affairs. This circumstance made it necessary for the Department of Education to modify its plan, the result being that the instruction of pharmacy could no longer be continued. Neither did Professor Niewelt, who remained in the eastern branch of the University, find it convenient to resume the teaching for which he was originally called in. Thus abandoned by their instructors, and having no laboratory worthy of mention, the students of pharmacy had for a while to shift with the tide of fortune. They collected in a vacant room of the University building, or gathered in a corner of an untenanted house, and there engaged in study and research on their own initiative.

#### UPS AND DOWNS.

It was not long, however, before hopes were revived among the pharmaceutical students in Japan. An excellent opportunity was afforded by the coming of a German pharmacist, Dr. Hansen, who had taken a professorship in the Tokyo Foreign Language School. The orphaned students of pharmacy

at once adopted this gentleman as their new instructor. A few months later another German pharmacist, Dr. Langardt, was called to Japan for the purpose of teaching these students.

In 1876 the new buildings for the Medical Department of the Imperial University of Tokyo were completed and a section of pharmaceuticals was installed within them. The services of a new instructor in the person of Dr. Korset, chemist, were secured, in addition to those of Dr. Martin, who agreed to resume the teaching of pharmacy in this newly established section. The work henceforth progressed rapidly, and in December, 1877, nine students were graduated from the course in manufacturing pharmacy, among them being Dr. Shimoyama and Dr. Tanba, now professors in the Pharmaceutical Department of the College of Medicine of the Imperial University of Tokyo.

In 1883 Professor Shimoyama was ordered by the government to study pharmacy in Germany, and in the following year Professor Tanba was also sent abroad for a similar purpose.

As a result of the promulgation of a new University regulation in 1886, however, the Pharmaceutical Section was dropped from the curriculum of the University; and as there were no provisions



Professor Tanba, a teacher in the University and one of the revisers of the Japanese Pharmacopœia.

as to its restoration it was apprehended that the re-establishment of the instruction of this important branch of science might be indefinitely postponed.

Fortunately, however, the chief of the Bureau of Higher Education, Dr. Arata Hamao, had been dur-

ing the entire existence of the Tokyo Medical School an ardent supporter of the plan of continuing the teaching of pharmacy. Dr. Hamao was enabled to



Professor Shimoyama, a member of the State Examining Board and one of the Pharmacopœial revisers.

secure the coöperation of Prof. Kenji Osawa, chief of the instructors in the College of Medicine, and Prof. Tokichiro Niwa, and their joint efforts resulted in the reestablishment of a pharmaceutical course in the College of Medicine.

Subsequently Prof. Hiidzu Miyake, the dean of the College of Medicine, returned home from his European tour, and strongly recommended the pol-

that the progress of medicine largely, if not solely, depended upon the advancement of pharmacy and pharmaceutical practice. His view was advocated with such zeal that regulations covering the sale and handling of pharmaceutical preparations were promulgated under law No. 10 in March, 1889, which was soon followed by the institution of a government board to examine and qualify pharmacists. The future of the pharmaceutical world of Japan was thus brightened.

#### THE JAPANESE PHARMACOPOEIA.

In 1892 Professor Nagai was elected to chair No. 3 in the Pharmaceutical Course of the College of Medicine. Professor Niwa in 1900 received an appointment from the government to study manufacturing pharmacy in Germany. Two years later, in 1902, there was provided a board for revising the Japanese Pharmacopœia, which set forth standards



The historic gate of Aka-mon leading to the University grounds.

for chemicals and drugs. The first edition of this work appeared in 1887 and the second in 1892. The third revision was made necessary by the progress attained in both medicine and pharmacy, and the appearance of the book helped greatly in the development of both professions. In April, 1903, Professor Shimoyama started for his visit to Europe for the purpose of observing and studying pharmaceutical progress attained there. In November of the same year, Professor Niwa returned from abroad with fresh knowledge in his special branch of study.

#### JAPANESE PROFESSORS SENT TO AMERICA.

At this time another eminent specialist, Professor Keizo Tanba, was sent abroad by the government to study pharmaceutical affairs in Europe and



Department of Pharmacy in the College of Medicine of the Imperial University of Tokyo, Japan.

icy which aimed at raising the prestige of pharmaceutical science to the plane occupied by medical science. Professor Miyake was firmly of the opinion

America. A new course in manufacturing chemicals under the charge of Professor Niwa was added in 1907 to the Pharmaceutical Department. In May of the same year a special building for pharmaceutical instruction was completed. Professor Nagai, another celebrated pharmaceutical

chemist, was ordered by the government to go to America and Europe for the purpose of studying pharmaceutical conditions in these countries.* This was September of last year. The year 1908 enjoys a prospect brighter than ever for the development of pharmacy and pharmaceutical education in Japan.

## HANDLING SOUVENIR CARDS.

**A System of Watching the Stock—How a Shipment Should Be Received—The Construction of Display Stands—The Importance of Denominating Different Sets by Attractive Titles—Other Useful Hints.**

**By F. G. LESLIE,**

*Manager of one of the Hegeman stores in New York City.*

Small as this subject may hitherto have seemed to many readers, it is almost without limit. Since my first article was printed in the July BULLETIN, I have received numerous comments, and druggists throughout the country have stopped to think. One manager of a store in this metropolis said to me: "I never deemed the card business anything but a picayune one, not worthy of any druggist's notice or time." He bought some views before he left, however, and was very much interested in the details and figures.

### THE USE OF AN INDEX IN KEEPING STOCK.

To you who are taking it up again I want to urge a little caution, for many of us are carried away by the enthusiasm of preliminary success in certain lines that really have a short life. A very little time can be employed in keeping track of the business. If you have a cashier or cigar girl, or candy girl, much of her time is unoccupied and can be converted into a safety-valve on your sales and purchases in this line. An indexed (preferably loose-leafed) book ought to be used, where all orders received can be listed under the names of the post-card firms from which they are bought. Here one may put in as much or as little detail as he deems sufficient for his particular trade. We list the number of cards of a particular class, the price on the bill, and the date of payment. The usefulness of this is twofold: As in all lines of business, an article may seem to be selling fast, but upon investigating we find that it has taken perhaps twice, perhaps ten times as long to move out as we had supposed. Again, we may find that it has gone much faster than we anticipated. Then we can see at a glance what to do. When the line is slow, it is not advisable to reorder except in

view cards. One should look for something new. Otherwise it is preferable to try again ordering another lot of the same kind.

There are a few subjects which the world never wearies of. Foremost among this class flowers reign supreme, if they are natural and artistic; for who ever tires of the world's natural beautifiers, the messengers of all our human emotions!

Another feature of the index: Many of the post-card houses have a poor system of bookkeeping; and by making note of the date of the payment of bills, one may save time and trouble going over the regular books for the information. This, of course, applies more in the larger houses, where vouchers have to be gone through.

### ORDERING CARDS.

This detail of the business requires attention and when properly taken care of will avoid annoyance to all concerned.

It is an easy matter, when ordering by a series number, to get one figure of a number indistinct or wrong. This applies both to the buyer and the filler of an order. Consequently, we have the one in charge of the department count and examine all orders. If he has other duties demanding his time, the cashier or one of the girls can usually do this. It seems that many of the better cards are colored by hand, or air-brush, often causing a long range of difference between similar subjects. This necessitates an individual examination of each card. On the other hand, machine work runs regularly as a rule, and a casual glance at two or three sections of this lot will give a correct idea of all the cards. Un-

*Professor Nagai has recently been elected an honorary member of the Philadelphia College of Pharmacy.—THE EDITOR.

fortunately, some houses see fit to "stuff" orders. This is not a common complaint, but should be stopped with decision when discovered. For this reason a duplicate of the order given is always a wise precaution. Look over the duplicate before the salesman leaves, and when your goods arrive use it to check up.

Often a house can give you all but a few of the number wanted and will insert other subjects (usually overstock of poor sellers) to complete the order. If you let it go, rest assured that you will experience

one. A month or two after the new firm took hold, some one asked for view cards one Sunday. We dusted off the forgotten stand, brought it out, and sold a few of the scenes. After bringing it out two or three Sundays and putting it away again the following Monday mornings, it was noticed that many of the view subjects were sold out, leaving the Japanese cards to be spread out to fill up. A salesman came along with some photo-gelatin black-and-white cards which took hold of my artistic sense. These, together with the fluent talk of the salesman, began



Here we have a general view of the gas-pipe card stands, located at the end of the Silent Salesman show-case.

the same annoyance again; so it is the best policy to make them understand that you want only what you order.

#### GENERAL DISPLAY METHODS.

This subject divides itself into two general heads: store display and window display. The first task is to get the proper stands. I might relate a little history about the seed planted here and how it grew, slowly at first, but with a healthy, substantial development until it is now a large department.

Away back in the early months of 1905, among the inventory found on acquiring this store, there was a revolving rack, with adjustable arms, holding 76 different kinds of cards, and filled with a few local views, and many Japanese scenes of no interest to any one on this continent. This rack was relegated to the back of the store, out of sight of every

the business that has reached the figure of \$425 in a single month.

#### THE CONSTRUCTION OF RACKS.

From one rack I went to two, then three. Here I discovered the folly of the small revolving kind, and the annoyance they cause when several are waiting for one person to get through revolving it. Then I began to look around for some means of display which could be adapted to the available space. The "Earley" holder was the one I selected. It can usually be obtained from the jobber, or direct from the manufacturer.

My first rack was built as follows: "I took plain wooden frames, made of white-wood strips  $\frac{7}{8}$  by 2 inches. These I placed on a show-case, each running from the back end corners of the case and meeting on the center of the top front edge. The

height of the frames above the top of the case should be governed by the size of the Earley holder and should not be over 6½ feet from the floor. This makes the back top corner as far away as a tall customer can reach. The frames may be secured to the top of the case by means of small brass angle irons. A cross-strip should be run over the rear of the uppermost back corners and fastened together in front both top and bottom, giving it stability. We may figure out the dimensions of the frames to fit the conditions and space. For instance, one could be made to fill up an unoccupied space on the wall. Three or four could be made into a triangle or square about a pillar in the store.

by means of adhesive tape. Thus I have on each frame five rows of nine horizontal holders, each row suspended individually by the top one and fastened at the bottom. All the lines are joined into one big rack, together with three rows of six perpendicular holders done similarly, making 63 to a frame.

#### WHERE SPACE IS CROWDED.

Another idea I used here, where space is valuable and scarce, is a frame made of gas-pipes. You can make an arrangement of almost any shape out of this idea, simply fastening wood strips where Earley holders are to be hung at the top and fastened at the bottom. When this arrangement became adequate



In this second view we have another picture of the card stands made from gas-pipe, and in the distance cards are shown displayed in the window and hung on strings. The show-card over the stand bears the following text: "Post-cards in large variety—choicest subjects from all the high-class manufacturers. If you don't see what you want, please ask us. Make your own selections."

Having made the frame, get out the Earley holders. There are several in each box with a screw link on top. Use this as a measure to put screws in the top cross-bar, figuring about three horizontal holders in a row to every one row of the perpendicular. Make each line of holders so that the bottom of the lowest reaches the middle of the cross-bar at the base of the frame, thereby enabling one to fasten it at the bottom with small staples or double-pronged tacks. To make the structure more substantial, we may fasten the adjoining retaining arms of the holder of one string to those of the adjoining string, thereby making a solid sheet, as it were, of the whole number of holders of one kind. These can be joined

to the demand I used it at the ends of the case on which my V-shaped first rack rests, as shown in the illustration. I have two upright pipes besides a cross-pipe level with the top of the V frame, and another one even with the top of the case. There is a frame at each end of the case, taking up practically no space. These devices are prevented from falling away from their support by a cross-pipe back of the case adjoining them which makes the whole structure rigid and substantial.

Having finished the racks for the sale and display of post-cards, one must find a place for them. I utilize the back of the V frame for this purpose, hanging another complete set of Earley holders on

the back of it. Here all the envelopes containing sets are arranged according to price and subjects, in full view of the salesman, but where the customers cannot get at them. This arrangement is ideal, for we found a few people who would extract a card from a set, always, of course, the best seller of the lot, thereby leaving the rest unsalable. Now they are shown and sold, or replaced by the salesman or saleslady. Here is where enthusiasm counts, and if you have bought cards that interest your clerks, they will take pleasure in showing all the sets of the kind desired and others also. Here I might say that where a large floor space is available a large revolving stand is a good proposition. I refer to one which holds several rows of cards on each side. These large holders are readily obtainable. Cuts and particulars about them may be obtained from the manufacturers, the Geyer & Dail Manufacturing Co., Lansing, Mich.

#### WINDOW DISPLAYS.

Post-cards, attractively strung, are a big drawing magnet in the windows. It lends variety to the usual display of drugs. It is irresistible to the great army of collectors passing your door, many of whom have never had an incentive to enter before. Perhaps they won't notice anything else the first time they take a look at the window, but with a goodly variety of toilet necessities and patents displayed below the strings, other business is bound to follow.

I have two windows, across each of which I draw two picture wires strung a foot apart, the lowest about five feet from the bottom, and both as close to the glass as possible. Then I have two other wires about  $6\frac{1}{2}$  or 7 feet from the bottom, one about  $1\frac{1}{2}$  feet and the other  $2\frac{1}{2}$  feet from the window. These are strung with a turnbuckle at one end, so that one can tighten them if he has a long stretch.

The next step is to get the cards in strings. Here I have used two devices, both of which are good: The Perfection card display holder, or ring clips, obtainable from the manufacturers, 546 W. 127th Street, New York, or from your jobber; and the ring clip sold by most stationers. The latter are very cheap if bought by the thousand, costing from 50 to 75 cents, according to the dealer who sells them. When the string is made one may hang it from the wires in the window by means of a Dennison card clip No. 50; this is the only device which I have found satisfactory up to the present time. The reason for the two wires in the window is to give variety and contrast. Alternate the strings on

the different wires. In the center take two lines of cards of equal length and join them at the bottom, separating them at the top to form a V. In the middle of this figure may be hung one or two special cards. Separate the window glass strings sufficiently to give a good view of the window itself.

You can use the front to push certain lines, as they always sell fastest. Keep things moving. Don't let the same string hang in a place more than a week. Apply this principle to your racks. It is work, but it is a great stimulant to every department of the store. Try it in these dull times. Pull things around a bit and put them back in different places. It makes your place look busy, even if it isn't. It gives the impression that you have a new line of cards all the time. A subject in one part of the rack may not be noticed. In another it sells. Get some small cards and put a price at the end of every string in your window. If you don't, your sales will be only half what they would be with them. Here let me emphasize the necessity of classifying according to subjects and the quality.

#### WHAT A MERE NAME WILL DO.

The general heads should represent the character of the set, or what is virtually the same thing, the price. Take your five-cent views, for instance. Get together all the glazed cards, all the hand-colored subjects, and others of a kind. It is an absolute fact that if you place a ten-cent card in a rack with a cheap line you can never sell enough to make it worth while. On the other hand, it is very likely to make the customer believe that your cheaper cards are not worth their price, even if it is very low. Dig up some original names for the various sets, and attach them to the window string. Many thousands have been sold here by just this method. A set of six photographs of bright young Americans in characteristic attitudes sold well under the title, "A Young New York Sport," when the same set, unchristened, had practically no sale.

I want to thank my readers for their attention and appreciation, as expressed to me by many personally since my last article. In conclusion I might make a short review of present conditions: During the past summer the indications were those of a sustained enthusiasm for *good* cards. This has been especially true of good colored cards such as those produced by the Detroit Publishing Co., The H. Hagemester Co., The Paul C. Koeber Co., and other firms who do high-grade work. I found local view books good sellers this year, without appar-



ently decreasing the view-card business. Among others, I have sold over 1000 of L. H. Nelson Co.'s view books. They are big profit makers, and can be obtained for almost any locality from the L. H. Nelson Co. of Portland, Me.

I have also sold many 50-cent and \$2 books, although they don't sell so rapidly in proportion to price, and they tie up capital. The Amer-

ican Post Card Co. of Detroit has a unique one of "Present, Past, and Future," which is selling well here. Post-card frames continue good sellers, affording an outlet for many art cards which are too good to send through the mails.

This will conclude my present ideas on post-cards, though it may be my pleasure to give a review of conditions from time to time if business permits.

## FEATURES OF THE RIKER-JAYNES BUSINESS.

**Things of Special Interest—The Mail-order Trade—Selling Candy—Pushing Popular Drugs in Pound Boxes—How Tooth-brushes are Displayed—Characteristics of the Soda Department, etc., etc.**

By HARRY B. MASON.

In an article published in the BULLETIN for September, 1908, the business of the Riker-Jaynes drug stores in Boston was described and illustrated. It was not possible to mention all the interesting features of the business in one contribution, however, and I am now returning to the subject for the purpose of touching upon a number of things which I hope will be of practical interest and value to druggists generally. The Riker-Jaynes stores, it will be recalled, are seven in number. The business is owned by the William B. Riker & Son Co., which operates nine stores in New York and Brooklyn, making a total of 16 stores under one management and ownership. Mr. Alfred H. Cosden is the general manager of the Riker Company, while Mr. John S. Alley, the Boston manager, has immediate charge of the seven Riker-Jaynes establishments.

### THE MAIL-ORDER BUSINESS.

The mail-order department in Boston is quite a feature of the business. So many Boston people spend the summer at points along the coast and elsewhere, distant in most cases from any drug store, that Jaynes early saw the opportunity and began following up his customers systematically after they left town in the spring. He got their addresses in one way and another, issued a catalogue, began purchasing space in the Boston papers having a wide circulation, and finally made capital of the advertising phrase that he would "deliver \$5.00 worth of goods anywhere in New England free." The business was pushed until something very handsome developed from it.

The last catalogue was published by Mr. Jaynes in 1905, a year or two before he sold out his business to the Riker people. A photographic reproduction

of the cover of this catalogue will be shown in one of the accompanying illustrations. It was gotten up by Mr. Crane, who is now advertising manager of the entire Riker business, and who, on this as on



This shows the front cover of one of the Jaynes catalogues gotten out for the purpose of developing the mail-order business. The book contains 112 pages, is copiously illustrated, and is described in the accompanying article.

other occasions, did his work well. Cooking recipes and table menus were scattered throughout the book in order to give it permanent value, and all sorts of drug-store merchandise were illustrated and described.

## HOW CANDY IS PREPARED AND SOLD.

The Riker-Jaynes stores do a large business in candy. Visit the headquarters store at 50 Washington Street, ascend to the fourth floor, and off in one corner you will find an interesting room where two or three deft and cleanly girls are seen at work preparing pound mixtures of confectionery to be sold under the Riker-Jaynes label. Large quantities are purchased of the leading goods of each manufacturer, and these are then assorted and put up into pound mixtures selling respectively for 29, 37, 57, and 79 cents. Every one of the five stores has a special offer on candy one day a week. The particular mixture selected for the purpose is sold at a low figure. On one occasion some years ago 2400 pounds of the 29-cent mixture were sold in a single day in the five stores—nearly a ton and a quarter!

## POPULAR DRUGS IN POUND BOXES.

The Riker-Jaynes people make a great specialty of putting up popular drugs like borax, Epsom salt, compound licorice powder, and the like in pound boxes ready for sale. The box used for borax is reproduced in one of our illustrations. On one of the upper floors you will find several girls at work putting up these goods, and you will see that the box is first lined with paper, which is so folded over the ends that the product will not filter through the box as is often the case in packages of this kind.

These pound packages of household drugs are all put up in yellow cartons—and I may add incidentally that yellow is the prevailing color in the Riker-Jaynes stores and has been made into a sort of trade-mark. The packages themselves will be seen exhibited all along the front of the drug counter in the salesroom on the first floor. What amounts to a small show-case is fastened along the outer edge of the counter: it is about 8 inches high and 8 inches across the top, the back being left entirely open so that the salesman can easily get at the goods. This arrangement is perhaps 10 or 15 feet in length, and under the glass one will see all sorts of household drugs put up in ready-for-sale bottles and packages.

## DISPLAYING DRUG PACKAGES.

These pound packages of various chemicals are sold at rather low figures, and I asked Mr. Alley if he thought it wise to stock people up so heavily. Wouldn't it be better, I ventured, to sell them small quantities and have them return earlier? He absolutely disagreed with me, however, and he declared with conviction that people used with far greater

freedom the things which they bought cheaply and of which they had a generous quantity on hand. He did not believe that drug supplies were an exception to this rule, and it would seem that his experience had been wide enough to enable him to speak with authority on the subject.

## A SHOW-CASE IDEA.

As one enters the headquarters store at 50 Washington Street, passing through the main entrance on the corner, he finds facing him in the center of the room a series of show-cases in the form of a



This shows one of the cartons used for putting up pound packages of borax and other household drugs. It is yellow in color—and yellow, indeed is a sort of trade-mark with the Riker-Jaynes stores.

hollow square. Because of the prominence of their location, an effort is made to exhibit goods in these cases which enjoy a ready sale, and the further effort is made for the same reason to have the displays very attractive. One case, for instance, will perhaps be entirely devoted to a fine assortment of tooth-brushes. The case will contain five or six plate-glass shelves, each a little back of the one below, so that when looking down through the top of the case the purchaser will see the entire array before him. Beveled-edge boxes of wood are used

and the price is in each instance neatly printed on the bevel. Thus the customer can at once pick out any particular tray in which brushes of the proper price and character are contained, and the salesman



This shows a corner of the laboratory located on one of the upper floors of the headquarters store at 50 Washington Street. The large line of Jaynes specialties is here manufactured.

immediately lifts the tray out, puts it on top of the case, and in a twinkling the patron has made his purchase and is given entire satisfaction. In a large store like this, located near a station where commuters flock by daily in great droves, it is essential that arrangements be made for attracting trade on the one hand, and on the other for handling customers with great promptness and readiness.

#### THE SODA BUSINESS.

The principle just stated is carried out successfully in the location of the soda fountain. This is between two of the three entrances to the store, and is so located that people can be served with rapidity. A tremendous soda business is enjoyed. Mr. Jaynes has a farm out at Lincoln which was established primarily for the purpose of supplying the Jaynes stores with milk, cream, eggs, and strawberries. The milk furnished by thirty Jersey cows is entirely consumed in the Riker-Jaynes stores, and in addition to that nearly all the cream and milk output of "Dreamwold," Thomas W. Lawson's famous farm at Egypt, Mass., is similarly utilized. It need scarcely be said that the utmost advertising advantage is taken of these two sources of supply!

I may add, with reference to the soda business, that the check system is used. Checks are first purchased of the cashier and are then handed to the dispensers in payment for drinks. Hot chocolate

and ice-cream soda are sold at 10 cents, and every effort is made to turn out particularly choice products. It is worthy of note that the business has proved a remarkable success despite the fact that ice-cream soda can be purchased almost anywhere in Boston for 5 cents, and this leads me to make the statement that the Riker people in general believe in giving good service and getting fair prices. For this reason they are not feared as price disturbers by the retail druggists of the city.

#### ELEMENTS OF SUCCESS.

Mr. Alley, indeed, told me that he thought "quality and a satisfied public have been the main elements in our success," and he went on to say: "We have always guaranteed every one of our own preparations, and indeed we will refund the money for anything unsatisfactory. This policy has done wonders for our business. People are usually so thunderstruck to get their money back without having to put up an argument that in the majority of cases they offer to take something else instead. This policy, practiced systematically for years, has gotten us the confidence of people all over New England."

#### THE PROFIT END.

Mr. Jaynes, in his day, did not believe in department records, but the Riker people are pretty thorough mathematicians. Every department and every branch store is deemed a separate business in effect,



A view of the branch at 129 Summer Street, with the store force shown in the picture.

and it must stand on its own bottom. Records are kept, and at the end of every month a careful examination is made all along the line. The result has been that during the Riker régime several depart-

ments have been discovered to be losing money. These haven't necessarily been abandoned, but the expenses have been reduced, the help changed, or a new location selected, and a much better showing has resulted in practically every instance.

#### THE HUMIDOR FOR CIGARS.

I find I am spinning this article out at considerable length, and I may now speak rather briefly of



An interior view of the branch at the corner of Summer and South Streets. It is located near the South Station and enjoys an immense business with "commuters."

several more or less interesting features of the Riker-Jaynes business:

The humidor for cigars is located on the third floor and contains a large stock of the "National" and other goods. The customary brick floor is in evidence, but in this instance, unlike the case with many humidors, the brick is not used to radiate moisture—it performs the function of absorbing the surplus moisture. The moisture itself is gotten from cold water running through pipes; these pipes in turn have cloths wrapped around them, and the supply of moisture is regulated by a hygrometer. Incidentally we may say that any retailer who desires to make a success of his cigar business must study methods for the proper preservation of his stock. A choice Havana cigar which has been kept too moist on the one hand, or which has been permitted to dry out on the other, is quite as worthless as a Pittsburg stogie.

Back of the cigar counter down in the salesroom is a hole leading to the basement. Through this empty cigar boxes are thrown during the day as they accumulate, and they fall into a large box or room below. During rush hours empty boxes accu-

mulate with great rapidity, and the problem of disposing of them, strange as it may seem, is a considerable one in a store where the cigar business is so large.

So far as pharmaceutical operations were concerned, Mr. Jaynes was a great fellow to have devices of one kind or another to make men hesitate and take three or four separate steps before they could get what they wanted. He had a haunting fear of mistakes. Thus, for instance, the visitor will see a row of barrels in one place, and he will immediately discover that before a single faucet can be turned a key must be inserted in it. Perhaps a second action must be taken before this key may be procured. This reminds me, too, that the cartons used for household drugs, and already referred to at considerable length, are kept in a separate room under lock and key, and only one kind of carton is permitted to be drawn out on requisition at a time.

#### SPECIAL TELEPHONE SYSTEM.

The headquarters store at 50 Washington Street of course utilizes the city telephone system, and altogether, I believe, seven city 'phones are to be found throughout the building. In addition to this the company has its own inside system, and there are 24 instruments on the line. Each man of any importance in the building has a signal, and whenever this signal is given the call is heard throughout the entire place. Thus a man hears his call wherever



Salesroom of the branch at 877 Washington Street, located up near the residential district.

he may happen to be, and he can answer at the nearest 'phone. A joint central switchboard is used for both telephone systems.

This completes my description of the Riker-Jaynes stores in Boston. The business is so large,

and has so many interesting features, that much more space could easily be devoted to its consideration, but I feel that enough has perhaps been said.

I trust, however, that the material will be found interesting on the one hand and suggestive and helpful on the other.

## A GAME OF WITS.

**The Druggist Who Tried to "Queer" the Patent-medicine Orators, and the Manner in which They Countered on Him—Jumping from the Frying-pan into the Fire.**

By ARTHUR L. BUZZELL.

"Speakin' of advertising," said the Village Pest, readjusting his glasses and pushing his hat to the back of his head—"speakin' of advertising reminds me of the time that me and Melvin Stickney, the marble worker, were doin' the southwestern part a' the State with that sov'reign remedy, Dr. Von Himmelstein's Celebrated Indian Blood Purifier. We——"

"Here, take this paper and read the news," interrupted the druggist. "In Himmel's name, give poor old Dr. Von Himmelstein and the rest of us a rest!"

"We pulled into Cartersville along about 3 o'clock in the afternoon a' June the 31st, if I remember right," continued the old man, unheeding. "Nice sunshiny day, I recollect; potatoes up and in bloom, and flags flyin'—left over from Decoration Day, the day before. We trotted over t' the Green River House and got rates, after which I put Old Baldy into the barn and rubbed him down with a handful a' hay.

"That evenin', a' course, we got out onto the street, operatin' from our wagon, a big torch stuck up; and I drewed a crowd by singin' 'Gathering Up the Shells From the Sea Shore.' It went good, our stuff did, right from the jump-off. Sometimes it don't, you know, but this particular night it did. In less'n an hour an' a half we must ha' unloaded 75 'r a hundred bottles at a dollar a throw. We went to bed feelin' pretty good—Melvin a little too good, in fact.

"Now I didn't know that pressed up close agin our forrud wheel was one a' the local pillers, his eyes shootin' green glints a' jealousy. I don't know it yet, f' that matter, but I think he must ha' been there; what happened later makes me think that he must. Still, a' course, he might ha' rubbered from a distance. Right across the street was a drug store.

"Bright an' early next mornin' the Celebrated Indian Blood Purifier Co. was a-stirrin'—literally a-stirrin'; for making up two 'r three hundred bottles a' Dr. Von Himmelstein wa'n't no job for a

kid to tackle between school-out and time to go after the cows. About the middle a' the forenoon we ran shy a' labels, the Company did, an' Mel and me drawed cuts to see who'd go over to the *News-Ledger* office and git a new batch run off. I drawed the long straw and kept on doin' business at the old stand.

"Melvin staid a long time. Came dinner-time, no Melvin. One—two—three—four o'clock, still no Melvin; and I was jist on the point a' telegraphin' for John B. Gough when in he walks—Doc Stickney—with a grin on his face that would ha' made Eli Morgan's Sapolio sun look like a jack-lantern.

"'We're goin' t' get a broadside t'night,' says he, goin' straight to the point. 'That's what kept me so long. Had to go to Brewster's Ferry t' git my money changed. No bank in Cartersville.'

"'How'd you git wise t' the broadside?' says I.

"'Same's all great discoveries are made—by accident,' says he. 'I saw a draft a' the dodger on the *News-Ledger* copy-hook,' says he.

"Well, we got busy, I'm here to tell you that. Jest the mere handlin' of a couple hundred bottles a' dope—jest to pass 'em along—takes time, an' we had something more to do than to pass 'em along. But by going without supper we made it.

"At eight sharp, jest as the big cheese of a sun was sinking down behind the rim a' things, I cut loose with 'Silver Threads Among the Gold.' Jenny Lind, up alongside a' me, was a screech-owl in them days. Melvin was a talker, too. What he said didn't count so much; it was the way he said it. In twenty minutes we'd blocked the crossing.

"Now, a' course, we knowed what was comin'. We'd been forewarned and was consequently fore-armed. But what we didn't expect was that it would come so soon; that was better luck from our standpoint than we had any right to expect. So when we looked out over that mossy sea a' up-turned faces and see three 'r four big strong men elbowin' their way in and out and around and



amongst 'em, passin' out handbills, why we couldn't hardly believe that our eyes was mates, at first. Melvin held up and we waited. Everybody took a bill and commenced to read. Pretty soon someone tossed a couple up to us. This is what it was:

### **Don't Be Strung**

By An

### **Illegitimate Faker**

#### **When There is a Well-stocked Drug Store in Your Midst.**

We are fellow-citizens. We help bear the burdens and responsibilities of this community. Money spent with us remains at home.

### **Then, too,**

We are responsible. We are honest. Did we ever try to palm off onto you a twelve-ounce short-panel of aloes and water for a hundred cents of good coin of the realm? Did we?—eh, did we?

#### **An Appeal To Reason.**

### **ABEL & SHIMMINS.**

"Well, sir, you ought t' ha' heard Melvin laugh! The echoes came back from Pat Murphy's red barn, four miles down the road. Everybody laughed. Then they cheered. Then Melvin read 'em the dodger, puttin' on a Daniel Webster 'give-me-liberty-r-give-me-death' tone a' voice. Then they cheered again. Then Melvin raised his hand and you could ha' heard a pin drop.

" 'Ladies and Gentlemen,' he said, 'it aint necessary for me to go into details regarding this bit of paper which I now hold in my hand. It speaks for itself in language that can almost be smelt. Them men are sick, ladies and gentlemen. They're bilious! The pancreatic juice a' their bile runs up-hill instead of down. What they need is a bottle a' our Celebrated Indian Blood Purifier, a teaspoonful 3 times a day in a wineglass a' water.'

"That's as far as he got for a time. Every man, woman and child in the crowd was with him. The cheerin' jarred three cla'-boards off'n the new Congregational church, three blocks away. When he could, he continued:

" 'There has never been a time in the history a' the world, ladies and gentlemen,' he said, 'when he who brought forth great benefits to mankind has not had his way strewn with cockle-burs. The fagot and the torch, the crown of hemlock, and the cup of thorns—these have been mile-stones in his career or head-stones at the end of it. Whether his innovation has been a gentler creed, a straighter boundary-line, 'r a new tile hat has mattered little,

for within the idea itself lies the crime. 'Thwart the path of progress has ever been held a flaming sword to keep the way. But, ladies and gentlemen, it cannot keep us away. That sacred obligation, that heritage of health, which has so mysteriously come down to our keeping must and shall be passed along. The world cries out for it. The halt, the sick, the lame and the blind stand in a long sweltering line and the murmur of their plaintive wails makes for us a hideous nightmare.

" 'The deaf and dumb wave mutely, and who, now, would stop us? Who would dash the curative cup from the ulcered lips? Who? Who? Who, I ask? *Abel & Shimmings!* Why? Why? There is no need that from somewhere out in the misty void an answer should be wafted back. You know why. It's the old, old story—the hog of greed disputing the right of way with the car of progress. 'The hog of greed,' I say; the black, malodorous, cannibalistic, devil-infected hog of greed! And shall it, this parasitic son of Moloch, shall it rise up in autocratic smugness and tell you what to do? Will you stand for it? Are you sheep, geese, or ten-pins? Have you sold your birthright for a mess a' spinnage?'

" 'Cries of 'No!' 'No!' 'No!' from all parts a' the crowd interrupted him. Then came demands f' a chance to buy. 'Sling up yer dope, we'll take it.' 'Gimme a bottle.' 'Gimme a bottle.' 'Here, I'll take one,' came from the four quarters a' the globe all at once. But Melvin hadn't quit quite. He raised up his hand again.

" 'One moment more, ladies and gentlemen, and I am through. We, too, shall make an appeal to-night, but it shall be different than this' (wavin' the dodger). 'It shall not be so futile an expedient as a spread of abuse on a sheet of white paper. We shall offer something more practical; more useful; something, ladies, which will make a good book-mark; something, gentlemen, which, at a pinch, can be traded in toward a bar and a half a' New-Orleans-molasses chewin' t'backer; something, ladies and gentlemen, which will forever stamp the seal of the lie to that base calumny which has been so promiscuously scattered amongst you to-night. We don't want your money. Our mission is to build up, not to tear down; to bring to you health, wealth and the persuit a' happiness, not to purloin your pocket-book. Money! Money!! We *own* four banks!'

"He didn't git no farther; they was a-pressin' too hard. He went to sellin'. And, say—well, I can't describe it. One woman got five ribs broke



in the rush. And them that bought wa'n't slow in gettin' at the 'appeal,' either. They wanted to see what it was. And most of 'em was disappointed; it wa'n't the hot-shot they looked for. What each one of 'em found just under the printed matter and held tight in place by a little rubber band was a bright, new, crisp one-dollar bill.

"A patent medicine man who ain't a born advertiser had better quit the business.

"Was we vindicated? Was we? We stayed three days more. We left the buildings, the family silver, and the stained glass in the cathedral windows, but for some time after our reluctant departure the only circulatin' medium in Cartersville must ha' been pants buttons and milk tickets on a parity a' 16 to 1. The only real money in town, so they told us jest as we was pullin' out, was hid away in a quinine can over at the drug store."

## HONORING THE AMERICAN FLEET.

The recent visit of the American fleet to Sydney, Australia, occasioned a tremendous welcome. It was celebrated throughout the land as an event of international importance and added greatly to the feeling of amity between the two countries. In honor of the occasion Mr. Sydney Mears, of Bondi Junction,

either end of the battleship were dummies and pyramids of Euthymol Tooth Paste. Behind the battleship stood a golden eagle with wings spread and mounted on a base of stars and stripes. Behind the eagle appeared a number of flags draped on poles—two American, two Australian, and a Union



tion, Sydney, set up the beautiful window display shown in the accompanying engraving.

The floor was covered with small American en-signs. In the center lay a piece of sea-green crêpe paper 5 feet by 1 foot and 3⁴ inches, and covered with glass to reflect an image of the ocean. Thereon rested a model of the latest type of battleship with the name Euthymol on the stern and a minute shield of stars and stripes on the bow. A short way from

Jack in the center. The presence of six Euthymol Girl cut-outs lent a personal element to the display. Among the signs were two in keeping with the visit of the fleet. They read: "Manufactured in America;" "American Paste for Australian people."

The general appearance would indicate that Mr. Mears went to some expense in getting up this display. It is certainly one of the handsomest trims that has been directed to our attention.

# BOARD QUESTIONS ANSWERED.

## A PENNSYLVANIA EXAMINATION.

### PHARMACY.

1. What system of weights is used in the ordinary purchase and sale of drugs and medicines?

Avoirdupois.

2. What systems of weights and measures are referred to by physicians in writing, and used by pharmacists in compounding, prescriptions?

Apothecaries'.

3. How many apothecaries' drachms of quinine sulphate would be contained in one ounce of it, in the weight used by the manufacturer in selling the product?

The manufacturer sells quinine sulphate under the avoirdupois system, which allows 437.5 grains to the ounce. In the apothecary system there are 480 grains to the ounce or 60 grains to the drachm. Therefore  $437.5 \div 60 = 7$  drachms and 17.5 grains or 7.29 drachms.

4. State the number of grains in each of the *pound weights* used by pharmacists.

5760 grains in the apothecary pound; 7000 grains in the avoirdupois pound.

5. Write in metric measure the approximate values of the following doses: One teaspoonful, one dessertspoonful, one tablespoonful.

1 teaspoonful  $\approx$  about 4 to 5 Cc.; 1 dessertspoonful  $\approx$  about 8 to 10 Cc.; 1 tablespoonful  $\approx$  about 16 to 20 Cc.

6. How many fluidounces are equivalent to one liter?

$1000 \div 30 = 33\frac{1}{3}$  fluidounces.

7. How many grammes in one cubic centimeter of distilled water?

One.

8. Write out in words, common to the metric system, correct readings of the following weights and measures: (1) 0.55 Gm.; (2) 0.005 Gm.; (3) 0.0005 Gm.; (4) 0.00015 Gm.; (5) 2 Gm.; (6) M. 25.; (7) M. 0.008.; (8) 4 Mm.; (9) 5500 Cc.; (10) 0.5 Cc.

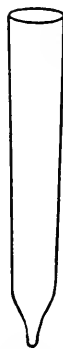
(1) Fifty-five centigrammes; (2) five milligrammes; (3) one-half milligramme; (4) fifteen hundredths of a milligramme; (5) two grammes; (6) twenty-five meters; (7) eight millimeters; (8) four millimeters; (9) fifty-five hundred cubic centimeters; (10) one-half cubic centimeter.

9. Write the equivalents in apothecaries' weight

of the following: (Reduce your answers, when possible, to pounds, ounces, drachms, grains, or fraction thereof.) (a) 1.10 Gm.; (b) 0.115 Gm.; (c) 0.0006 Gm.; (d) 562 Gm.; (e) 1 kilo.

(a)  $1.1 \times 15.432 = 16.97$  grains; (b)  $0.115 \times 15.432 = 1.77$  grains; (c)  $0.0006 \times 15.432 = 0.009$  grains; (d)  $562 \div 453.59 = 1.23$  pounds; (e) 1 kilo  $= 1$  kilogramme  $= 1000$  grammes.

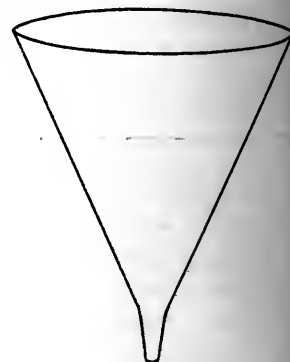
10. Draw diagrams of three shapes of common glass percolators and give name of each.



Narrow or cylindrical.



Ordinary.



Conical.

11. State the shape of the percolator directed by the U. S. P. as most suitable, in general, for making tinctures.

A cylindrical or only slightly tapering percolator.

12. Why does the U. S. P. direct the use of a glass percolator in which to make tincture of nutgall?

The tannic acid in the drug would react with metal. With iron it forms an ink.

13. "Allow the percolation to proceed slowly" (U. S. P.). What should be the rate of flow of the percolator, indicated in drops per minute, under this direction?

From eight to fifteen drops a minute.

14. State the effect of too rapid percolation on the drug and percolate, and how the flow of the percolate may conveniently be controlled.

Too rapid percolation results in incomplete exhaustion of the drug. A stopcock at the outlet of the percolator will control the flow.

15. (a) Write the English name of each of the first three ingredients in the prescription on the next page.

Sodium bromide, dilute hydrocyanic acid, and strychnine sulphate.

(b) Name the poisons and state the quantity of each that would be contained in each dose.

Dilute hydrocyanic acid, 2 13/16 minims; strychnine sulphate, 1/32 grain.

(c) If you consider the dosage safe for administration to an adult, give full directions for compounding it.

Add the dilute hydrocyanic acid to the essence of pepsin. In this mixture dissolve the strychnine sulphate and then the sodium bromide. Add elixir of calisaya sufficient to make four ounces. The

R

*Sodi Bromid ʒv*  
*Acid Hydrocyan. dil ʒij*  
*Strychnine Sulph ʒi*  
*Essence Pepsin ʒij*  
*Elix Calisaya q.s ʒiv*  
~~q.s~~  
*ʒij* - water aft  
*Meals & bed time -*  
*Glosser*

quantity of strychnine sulphate is large and we recommend the use of a shake label, because in rather strong solutions of this salt the alkaloid is apt to be precipitated by the soluble bromides.

(d) Write the directions to the patient carefully, and in such form as you would place them on the label.

Directions: Shake well before using. A teaspoonful in water after meals and at bedtime.

(e) How much would the finished prescription measure?

Four ounces.

16. Mercury. (a) Describe it.

A shining, silver-white metal, without odor or taste. It is liquid at ordinary temperatures and easily divisible into spherical globules. Mercury has a high specific gravity.

(b) What effect has nitric acid on it?

It dissolves the metal. When cold and somewhat diluted, it forms only mercurous salts, and these normal or basic as the acid or the metal happens to be in excess. When, on the contrary, the acid is hot and concentrated, the mercuric salt is produced.

(c) What official preparation is made from mercury, nitric acid, and lard?

Ointment of mercuric nitrate.

(d) Give the official Latin names for blue mass and blue ointment. (a) State the proportion of mercury in each.

Massa hydrargyri; unguentum hydrargyri dilutum. (a) The former contains  $33\frac{1}{3}$  per cent metallic mercury; the latter 67 per cent of mercurial ointment or 33.5 per cent of mercury.

(c) Distinguish by either chemical or Latin names between the two official chlorides of mercury, and give average dose of each.

Mercurous chloride; mercuric chloride. The average dose of the former as a laxative is 2 grains; as an alterative 1 grain. The dose of the latter is  $1/20$  grain.

(f) If 19.500 grammes of blue mass be divided into 100 pills, what is the weight of each pill in grains?

$(19.5 \div 100) \times 15.5 = 3.02$  grains.

(g) If the selling price of mercurial ointment is twenty cents an ounce, by weight, would it be right to fill an ordinary one-ounce ointment box for that price?

No. Mercurial ointment is heavy, and the ordinary one-ounce ointment box would hold more than one ounce by weight of this product.

(h) Name a temporary antidote, that might be readily obtained in any household, for poisoning by corrosive sublimate. State how this antidote should be administered.

The white of one egg to each four grains of the poison forms the albuminate, which must be at once evacuated by emetics or the stomach pump. The eggs are of course administered by the mouth. If eggs cannot be procured, give wheat flour and follow with an emetic.

(To be continued.)

#### Notes on Syrup of Hypophosphites and Syrup of Calcium Lactophosphate.—

H. W. Jones read an interesting paper on syrup of hypophosphites and syrup of calcium lactophosphate before the Scientific Section of the A. Ph. A. at Hot Springs, Ark. He gave the results of a study of the progressive inversion taking place in the above-named U. S. P. syrups. These observations, presented in the form of curves, show the rate and extent of this inversion in syrup of hypophosphites, U. S. P., and syrup of calcium lactophosphate, U. S. P., and in experimental syrups containing varying amounts of either mineral or organic acids. It was found that all the cane-sugar of syrup of calcium lactophosphate, U. S. P., was inverted, under ordinary conditions, within twenty weeks, while 19 per cent of that contained in syrup of hypophosphites, U. S. P., is inverted in the same time.

## DOLLAR IDEAS.

*The editor of the BULLETIN will pay \$1 in cash for every practical idea accepted for this department. What is wanted are good formulas, dispensing kinks, book-keeping suggestions, business plans, advertising schemes, new soda drinks, and everything else of a novel and useful nature.*

### ADVERTISING AN INFANTS' FOOD.

*Arthur Mortimer, Ilford, London, England:* To work up a sale of my own infants' food I have found the following method good: Purchase a baby-weighing-machine costing about \$1 and have large cards written for the window and interior of the

## Is Baby Healthy?

### AVERAGE WEIGHT AND HEIGHT TABLE.

AGE.	WEIGHT.	HEIGHT.
At birth .....	7 lbs.	19 inches.
At end of 1 month.....	8 " "	20 " "
" 2 months.....	9½ " "	" "
" 3 " .....	11 " "	23 " "
" 4 " .....	12½ " "	" "
" 5 " .....	13¾ " "	" "
" 6 " .....	15¼ " "	26 " "
" 7 " .....	16½ " "	" "
" 8 " .....	18 " "	28 " "
" 9 " .....	19 " "	" "
" 10 " .....	20 " "	30 " "
" 11 " .....	21 " "	" "
" 12 " .....	22 " "	31 " "

### IMPROPER FEEDING

Is the usual cause of stomach troubles, fretfulness, and restlessness. If Baby is not healthy and strong, try

## Dr. Rutherford's MALTED FOOD.

This scientifically-prepared Malted Food supplies all the elements required for the rearing of Infants.

**In Tins, 3d. (Sample), 6d., and 10½d.**

**BABIES WEIGHED FREE OF CHARGE.**

Sole Agent: **A. MORTIMER, M.P.S.**

FAMILY AND DISPENSING CHEMIST  
(from ALLEN & HANBURYS, W.),

**Woodlands Pharmacy, ILFORD.**

shop bearing this legend: "Babies Weighed—No Charge Made." Send out handbills with an "average weight and height table" like enclosed, not forgetting to mention your special food. This brings the mothers and babies to the store. Then, too, if they don't want the food, they always want a puff,

some violet or talcum powder, a tablet of baby soap, or the liké. It all brings business, and that is the main point.

### DIURETIC SPECIALTIES FOR VETERINARY USE.

*J. E. Taylor, Gridley, Illinois:* Here is a veterinary prescription which we stumbled onto a few years ago. We sell it very frequently. This preparation is better than niter combinations as it does not hurt the kidneys:

Potassium acetate .....6 ounces.  
Water, sufficient to make.....1 pint.

Mix. Sig.: 2 ounces in water. Drench every 30 minutes as needed.

This solution retails at 75 cents a pint. Try it. You will find it a money-maker.

Another excellent preparation to sell along with the one just given is the following:

Crushed short buchu leaves.

Dose: A tablespoonful once a day.

Have the buchu used after the potassium nitrate has been given. Charge \$1 a pound for the crushed leaves.

### AN ELEGANT TOOTH-WASH.

*George TeLinde, Cleveland, Ohio:* Here is a formula for an elegant tooth-wash:

Conti Castile soap (shavings).....2 ounces.  
Glycerin .....6 ounces.  
Oil of peppermint.....40 minims.  
Oil of gaultheria.....60 minims.  
Oil of cloves.....20 minims.  
Extract of vanilla.....6 drachms.  
Solution of carmine (N. F.).....2 drachms.  
Alcohol .....14 ounces.  
Aqua, q. s. ....32 ounces.

Dissolve the soap in half a pint of boiling water. Having dissolved the oils and glycerin in the alcohol, add the vanilla and carmine. Mix and filter through paper in which a little powdered willow charcoal is sprinkled. Add sufficient water to make 2 pints.

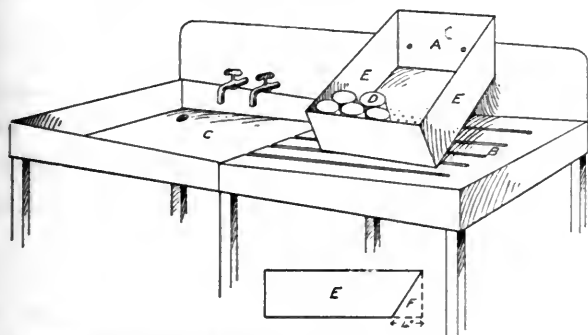
Put up in 2-ounce bottles.

### A DEVICE FOR SEALING WAFERS.

*J. J. Franz, New York City:* Take ordinary white blotting-paper and wet it thoroughly. Divide the powder on powder papers and fill a half of each wafer. Then moisten the other half on the blotter and seal with the finger, using a little pressure. I have filled and closed thirty wafers by this method in fifteen minutes.

## A BOTTLE DRAINER.

*Jacob Ellenstein, Detroit, Mich.:* Here is a simple device which I find of much assistance in cleaning bottles. It consists of an ordinary wooden box with a triangular section sawed off of one end as shown in the illustration.



A, bottle drainer; B, drain-board; C, sink; D, bottles; E, side view; F, cut-off; G, cut-off.

The slanting edges incline against the wall while the base rests on the drain board. The bottom of this drainer is perforated at the lower end to give the water an outlet. Any druggist who tries this contrivance will find it a decided convenience.

## HOW TO FILE DOWN THE EDGES OF A LENS.

*Ernest C. Cripps, Berkhamsted, England:* It is most trying to a sight-testing optician when fitting a lens into an eye wire to discover that it is slightly too large and will not allow the joints to close properly. What is to be done?

It may be useful to know that a fine-grained file dipped into spirit of turpentine can be used to file down the edges of the lens without chipping, so that a neat job may be made and the joints closed. Care must be taken not to scratch the surface of the lens, but a little practice on an old one will soon give one confidence. This tip will save many delays in sending to the jobber, not to mention the postage.

## HOW TO MAKE OINTMENT OF ZINC OXIDE.

*R. E. Davenport, San Francisco, Cal.:* The following method of preparing this ointment is original, I believe, with Mr. J. W. Deakin, a pharmacist of this city, and is exceptionally good in that it requires but a very few minutes. No utensils are soiled beyond the container which holds the finished product.

Melt half or a little less than this amount of the

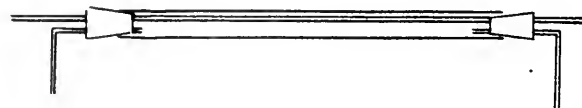
benzoinated lard. Remove the heat, add the zinc oxide and stir until it is incorporated. This takes sixty or seventy seconds. Add the remainder of the lard, and stir for three or four minutes. And that is all! When the zinc oxide is added to the melted lard, it naturally lowers the temperature somewhat, but it is still warm enough to liquefy the balance of the lard. But after that is completed the ointment is so cool that it begins to congeal almost immediately, and stirring a few times finishes the work.

In making this preparation some find the "grittiness" a bugbear. If Hubuck's zinc oxide is used there will be no trouble, judging from my own experience. But one will have plenty of trouble if he uses a poor zinc oxide.

It is unnecessary to take an hour's time and dirty every dish in the house to make a little zinc salve.

## HOW TO MAKE A LIEBIG CONDENSER FOR DISTILLING.

*D. W. Rich, Middletown, N. Y.:* An excellent condenser of the Liebig type may be cheaply and quickly made by any druggist in the following manner: Procure a piece of glass tubing 18 to 20 inches long and about 1 inch in diameter. In each



end insert a rubber stopper having two holes. Next pass a piece of tubing  $\frac{3}{8}$  to  $\frac{1}{4}$  inch in diameter and 24 to 26 inches in length through one of the holes in each stopper. Bend at right angles two pieces of tubing of the same diameter and 4 inches long. Insert one in each stopper.

This makes a condenser of convenient size. Larger ones may be made in the same manner, if desired, by substituting larger tubing and stoppers.

## REMEDY FOR FROSTED FEET.

*C. K. Bushey, Dillsburg, Pa.:* During the winter there are frequent calls for a preparation to relieve frosted feet. Here is the formula of a remedy that I have never known to fail to give almost instant relief: balsam copaiba and chloroform equal parts. Apply to area affected. If put up in a package of reasonable size it sells readily for 25 cents.

## LETTERS.

### A MEATY LETTER.

To the Editor:

W. F. G., in the July BULLETIN, asks for a "household ammonia" formula. The following is satisfactory; it is a regular seller with me:

#### HOUSEHOLD AMMONIA.

Stronger water of ammonia..... 6 ounces.  
 Soap shavings .....½ scruple.  
 Water, enough to make.....16 ounces.

Dissolve the soap in water, add the ammonia, make up to 16 ounces, and bottle the product.

If required as a toilet ammonia, add sufficient perfume and sell a smaller size for the same money.

#### A REMEDY FOR URTICARIA.

In the July issue you show a photograph of a window display of talcum powder. The card in the window recommends the powder for nettle-rash, hives, prickly heat, etc., and says: "Of course, in each ailment talcum powder is just the thing." Rats, Mr. Editor!

If you happen to possess a child who suffers the intense itching and irritation caused by urticaria, you'll need something beyond talcum powder to give relief to the poor sufferer. I have a son now six years of age who, during his first four years of life, was a positive martyr to this intensely irritating ailment. Six doctors did their best, but none gave decent relief. When he was about two years of age, and after the doctors had tried in vain to cure him, and failed to give even a few hours' relief, a prescription for itch which I used to dispense for a native where I served my apprenticeship suddenly came to mind. I couldn't remember exactly the ingredients and quantities, but made a guess, and the guess proved a charm and a blessing. A good rubbing over the itching parts gave instant relief and kept the boy free from irritation for at least four hours. Since then I have prepared the product a number of times for other sufferers and have not yet heard of a failure. Here it is:

Oil of juniper tar.....6 drachms.  
 Beechwood creosote .....3 drachms.  
 Sulphur ointment .....8 ounces.

Make an ointment.

This doesn't look to be much, but rub it onto some

poor suffering kid and you will know its value. Our youngster was finally cured from recurring attacks by being out in the open as much as possible, bare-headed, barefooted, and almost barebodied, playing with his dog in a two-acre field in sunshine or in rain, and feeding him on porridge, brown bread and fruit.

#### GLYCERIN, BENZOIN, AND ROSE-WATER AGAIN.

The familiar mixture of glycerin, benzoin, and rose-water is mentioned in the July issue. I use the following formula and find the product a good seller. It does not separate:

Tincture of benzoin.....6 drachms.  
 Mucilage of tragacanth.....3 drachms.  
 Liquefied carbolic acid.....½ drachm.  
 Lavender water .....1 drachm or q. s.  
 Witch-hazel, distilled extract.....4 ounces.  
 Glycerin .....8 ounces.  
 Rose-water, conc. (1 to 40).....3 drachms.  
 Water, enough to make.....20 ounces.

Make a lotion.

SOUTHERN CROSS.

New Zealand.

#### DISPENSING DEWEY'S EMMENAGOGUE.

To the Editor:

In your issue for November, page 481, is an article about "An Incompatible Mixture," in answer to a communication from "W. F. S." This is the mixture:

Tincture of ferric chloride.....3 drachms.  
 Tincture of cantharides .....½ drachm.  
 Tincture of aloes .....½ ounce.  
 Ammoniated tincture of guaiac..1½ ounces.  
 Simple syrup, sufficient to make...6 ounces.

This formula is an old one called by the originator "Dewey's Emmenagogue," and no doubt many pharmacists have difficulty with it. The trouble probably lies in the way the articles are mixed, for the compounder ought to know that when an acid and an alkali are combined there is apt to be a generation of gas. Consequently unless these articles are mixed in the proper way, they will "boil over."

Let W. F. S. put the ammoniated tincture of guaiac in the bottle first and then add the tincture of ferric chloride. He will see the mixture begin to effervesce; as soon as this ceases, the other ingredients may be added.

By following these instructions, a partially satisfactory mixture can be obtained, but I improved on the original formula several years ago, with the



consent of the prescriber, however, by substituting glycerin for the simple syrup, so that the resulting mixture is perfectly satisfactory.

The prescription as we have compounded it many, many times is as follows:

Tincture guaiac ammoniated.....1½ ounces.  
 Cantharides .....1 drachm.  
 Aloes or aloes and myrrh.....½ ounce.  
 Ferric chloride .....3 drachms.  
 Glycerin .....2 ounces.  
 Aqua, q. s. ad.....6 ounces.

I trust this will help out W. F. S. and others.

Moravia, N. Y.

FRED S. HAWLEY.

#### FROM A CLERK TO CLERKS.

To the Editor:

It might be proper to give the young man on entering the pharmaceutical profession a word or two of advice, which may be of value to him in a short time.

My first remark, and I recall reading it a short time ago, is that it is the true policy as well as the duty of the clerk to devote himself unreservedly during his apprenticeship to the interests of his employer.

Some young men, including graduate and registered pharmacists, think that the shorter they can make their day's work, the better it is for them, probably having in view an expected visit from a friend who is in the habit of spending his or her leisure hours taking up valuable time which rightfully belongs to one's employer. There never was a greater mistake than this.

Boys, I advise you with all candor never to cultivate this habit, for it is not only doing your employer an injustice, but I may emphasize the fact that the habit of mind which you thus acquire will inevitably be continued after you are in business for yourself.

Enter upon all your work with pleasure, put forth your best efforts, and you are sure to be pleased in the end.

The clerk's associates should not be overlooked. How much more profitable for a young man to have as his companions those of the family and the fire-side instead of those of a club that has recreation for its object! If he should be solicited to join a club which will be the means of mutual improvement, let him first consult his own judgment and good sense, then act accordingly. There is, however, no society so improving to one's mind, and so

humanizing and polishing to his manners, as the acquaintance of a well-regulated family, where there are grown-up sons and daughters possessing cultivated minds.

Again, remember the quaint old saying you have heard in the schoolroom time and time again: "Evil communications corrupt good manners."

May I say a word in reference to the clerk's trust? He should regard whatever knowledge he may gain by his position, respecting his employer's affairs, and whatever *money* or *property* he may ever have confided to his care by his employer, as sacred trusts never in any manner to be violated.

A word or two regarding savings. A clerk very often by means of his salary can afford to lay away a small sum regularly. When this is compared to the deposits oftentimes made by his employer, it seems but a mere trifle, but do not become discouraged. Your small deposit is not to be despised in itself. However small the amount may be, remember that the *habit* of frugality and economy is a valuable one to form. It alone will be worth more to you when going in business yourself than "much fine gold."

This little advice, boys, has helped me (one of your fellow clerks) time and time again, and I feel sure if followed patiently it will be a big factor in the building up of our noble profession of pharmacy.

When I say "noble" let me ask if you realize that there is not a day passes that we do not stand between the life and death of one who is dear to our community? Is not this noble in itself?

I will be more than pleased to hear from any clerk at any time. Best wishes and loads of success to you all.

HARRY M. KNIGHT, P.D.

Quarryville, Pa.

#### DESTROYING ANTS—NOT AUNTS.

To the Editor:

The October BULLETIN just to hand, and I appreciate your prompt compliance in publishing a formula for a sticky fly-paper. I do not intend to use this formula for commercial purposes, but desire to make the paper for my own use.

For some time past we have been troubled exceedingly with ants, which have tried to move our candies from the show-case to their several ant beds. I have at last hit upon two plans to rid the place of ants. One is the use of sticky fly-paper.

1. I place a piece of heavy paper on the bottom

of the show-case and tack it down. Then I make up a sticky mixture and spread it while still warm with a paint-brush around the edges of the paper two or three inches in width. One can place his candy in the center on the dry paper and he has completed a Keeley cure for the ants.

2. Make a false bottom for the case and either cover it with paper or varnish it. Be sure not to let it touch on the sides *anywhere*. Then take six or eight corks as required, and set the small end of these in a small tin ointment box of one- or two-ounce size. Let the false bottom rest on the large end of the corks, fill the ointment boxes nearly full of water, and add a little coal oil. These ointment boxes can be refilled easily from time to time by using a small syringe.

This may not interest you; still some druggists, especially in the South, where we have ants all the year around, could use these two schemes with success.

R. T. BIBB.

Corpus Christi, Texas.

#### A LETTER FROM AUSTRALIA.

To the Editor:

May I say a word in appreciation of your up-to-date and live journal? Your American fleet has just left us (August) and has awakened an interest in things American which I think will be permanent. By the way, don't leave out your "Scrap Book," whatever crusty contributors say, for it is a splendid antidote to your editorials, half of which, of course, are of no interest to us over here. Wishing you every success and a large increase in circulation, I remain, yours sincerely,

JAMES Y. ALLAN.

Richmond, Melbourne, Victoria, Australia.

#### A NEW SECTION ON PHARMACEUTICAL CHEMISTRY IN THE AMERICAN CHEMICAL SOCIETY.

To the Editor:

According to the announcement recently issued by Secretary Parsons, the American Chemical Society is about to close a very prosperous year. Its membership has increased beyond expectation, so that the early numbers of the *Journal* for 1908 can no longer be supplied to new members. With this increase in membership, the extension of its activities has been going hand in hand.

It is the aim of the Association ultimately to

cover all branches of chemistry, pure and applied. As a phase of this general plan, the pharmaceutical chemists of the A. C. S. have been invited to form a division at the Baltimore meeting during the Christmas holidays. It now rests with the pharmaceutical chemists to show that they merit such distinction at this time. Those who are members of the Association are requested to send papers and if possible to be present in order that permanent organization may be effected. Those chemists interested in pharmaceutical problems who are not yet members are hereby invited to join. The undersigned will be glad to learn of their intention to become members, also to be advised whether they will have any papers to present or not.

EDWARD KREMERS.

University of Wisconsin, Madison, Wis.

#### AN EXCELLENT HAND LOTION.

To the Editor:

I find many helpful suggestions in the *BULLETIN*; so I submit a formula which for a hand lotion has proved an excellent seller with us.

Glycerin .....	4 ounces.
Bay rum .....	16 ounces.
Tincture of arnica.....	4 ounces.
Carbolic acid .....	½ ounce.

On the label we feature the virtues of the preparation:

⇨ ELEGANT ⇨

## HAND LOTION

A splendid preparation for Chapped Hands,  
Cracked Knuckles, &c.

Unequaled for Cornhusker's Sore Hands.

---

PREPARED ONLY BY

G. E. STEPHENSON, DRUGGIST.

EDDYVILLE, IOWA.

We sell a four-ounce bottle for 25 cents.

Eddyville, Iowa.

G. E. STEPHENSON.

#### RACKS FOR GRADUATES AND OTHER UTENSILS.

To the Editor:

For the last three years I have used what I consider an improvement on Mr. Carpenter's rack for graduates as described on page 469 of the November issue of the *BULLETIN*. My device is of a sim-

ilar construction with the addition of a board placed on top of the rack and raised three-quarters of an inch to admit the bottom of the graduates. Upon this shelf I place funnels and cylindrical graduates.

My rack is eleven inches wide. Fourteen inches below I have another rack six inches wide which is used for mortars. It has apertures like the first one, but they are just large enough to allow the pestles to hang safely. The object of having the shelf below narrower is to avoid the drippings from the graduates above. Between the two shelves, and on the wall at the back, I have driven large nails at a slant. Upon them rest my glass stirring rods and test tubes.

C. BERT MILLER.

Dayton, Ohio.

#### WILLING TO RISK TEN CENTS' WORTH.

To the Editor:

I greatly enjoy reading the comic orders reproduced in the BULLETIN from time to time. I am

*Bedar Bone W. Ma.  
over Ch. 27, 1908  
Mr. Potterfield Mill you please  
send me 10 cents worth of  
Rocky Mount tea by mail.  
I have had female measles  
about four years and I thought  
I should try Rocky Mount  
tea and if it will do any  
good I will send and get one  
some more right away.  
Please send me 10 cents worth  
though mail if you please -  
I enclose 10 cents in stamp  
I will remain yours -  
Sen C. B. L.*

sending you a specimen recently received at our store. I think it is well worthy of a place in your permanent collection.

C. A. POTTERFIELD.

Charleston, W. Va.

#### A SUCCESSFUL DRIVE ON TOILET CREAM.

To the Editor:

I have had unusual success in exploiting Elgene Toilet Cream for sunburn and tan in summer, for chaps and rough skin in winter, and as a general complexion beautifier. I market an elegant package in 3-ounce bottles, selling it for 25 cents. Then I put out ½-ounce samples with a circular wrapped around each bottle, and handed these out over the counter to desirable persons. I also distributed them among the residents wherever I thought they

would bring results. I tied them to door-knobs, not leaving them lying around as is often done. I realized that indiscriminate sampling was a waste, so I placed them cautiously and with care.

I saved all the good boxes and from them made signs to advertise the preparation. These I put in all the prominent places in town and over the entire country.

I got out a circular letter on fine paper and mailed it to the women about here. I placed an "ad." in the town paper and changed it every issue. During this campaign I had a window display of the preparation and duplicated it on several occasions.

My sales from the beginning were excellent. I built up a good trade and received several orders from a distant town. I think that I shall start a similar campaign to get the trade on a winter preparation for chaps. The scheme paid me about three times the expenses.

L. E. WILSON.

Piedmont, S. C.

#### "ENGLISH STABLE LINIMENT."

To the Editor:

Replying to C. M. N.'s request for the formula of "English Stable Liniment," as mentioned on page 439 of the October issue, I submit the following recipe taken from "Veterinary Counter Practice." This book is published by the Chemist and Druggist of London, England.

Oil of origanum.  
Oil of lavender.  
Oil of turpentine.  
Oil of linseed.

Peoria, Illinois.

BOETTGER CHEMICAL CO.

#### HE LIKES IT, TOO!

To the Editor:

I have been reading the BULLETIN for a number of years, and in my humble opinion it is easily the best pharmaceutical journal published in the United States. It is a great help to me in my business, and I also find "The Scrap Book" department a pleasant pastime. I think this department is a happy idea on the part of the editor.

J. H. MOORE.

Lake City, Florida.

To the Editor:

The BULLETIN certainly contains valuable information. I would hate to miss one copy.

Lake Charles, La.

CHARLES J. LEVIQUE.

## BUSINESS HINTS.

### A Group of Persuasive Ads.—

These ads. occupied about one-half page of a circular distributed by B. S. Cooban & Co. of Chicago. Separated by light line borders they made a symmetrical group.

#### COOBAN'S COOLING CREAM

IS the delight of the fastidious and the firm friend of the refined. Its soothing and satisfying results in case of chapped hands, chapped skin, chapped lips, skin roughness, etc., are known and appreciated by an army of patrons. It is really an indispensable toilet requisite. Its wide sale is due altogether to its merits. And if you wish to appreciate its real merits make a specimen purchase of our Cooling Cream. The price is **20c.** easy—only

#### COOBAN'S COLD CREAM

IF you are looking for a genuinely superior toilet requisite try a sample of this fine preparation. The trial will more than please you. For beautifying the complexion, for removing freckles, and for many other toilet purposes, Cooban's Cold Cream is of surpassing merit. A single trial is all convincing. Price, **50c.**

#### COOBAN'S CREME MARQUISE

THIS is a truly delightful cosmetic, prepared after the formula of Madame Qui Vive. It is used to whiten the complexion and as a soothing application to the skin. This preparation has found its way into the most exclusive circles where it never fails to give unbounded satisfaction. Price, per jar **25c.**

#### COOBAN'S PINE AND TAR COUGH SYRUP

COLD weather is now upon us and the season of coughs, colds, hoarseness, etc., is at hand. A reliable remedy to have constantly on hand is Cooban's White Pine and Tar Cough Syrup—prepared under our specific directions and long used with great success by many patrons. You doubtless appreciate how important it is to arrest the progress of a cold, cough, or throat trouble in time. This is an antidote always effective. Price, **25c.**

### A Stationery Blotter.—

A neat and dignified blotter is employed by Owen Raymo, of Wayne, Michigan, to advertise his line of stationery. It has a smooth, red back on which the ad. is printed in blue

Men of character are the cornerstone of the nation.	<p>Think truly, and thy thoughts shall a world's famine feed; Speak truly, and each word of thine shall be a fruitful seed; Live truly, and thy life shall be a great and noble deed.</p> <p><b>GUESS WHO IS THE AUTHOR OF THE ABOVE LINES. A BOOK WILL BE GIVEN FOR THE FIRST CORRECT GUESS.</b></p> <p><b>LOVERS</b></p> <p>of CHOICE LETTER PAPERS can be suited with a selection from our stock. Extra quality BOX PAPERS from 25c. to 75c. a box. Tablets with envelopes to match, 10c. to 25c. School Books and School Supplies</p> <p><b>OWEN RAYMO, THE WAYNE DRUGGIST</b> WAYNE, MICH.</p> <p><small>A few more smiles of saint sympathy, a few more tender words, a little more restraint on temper, may make all the difference between happiness and unhappiness to those who live with you.</small> Stapford Brooks</p>	Come looking for stars with flowers bloom at your feet
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ink. On each margin appears a quotation from a prominent author, which makes the blotter all the more acceptable to schoolchildren.

### Featuring the Presidential Election in the Window.—

J. Earl Taylor, Ph.G., Gridley, Ill., whose window displays and other contributions have appeared in several issues of the BULLETIN during the last year or two, got up a very

clever window a week or two before election. It is shown in the accompanying illustration. Lifelike pictures of candidates Taft and Bryan were conspicuous features of the window and must have attracted keen attention. The subject of the display was the *Ladies' Home Journal*, and the placard in the lower left corner of the window bore the following legend: "The three leading subjects in the U. S.



to-day are Taft, Bryan, and the *Ladies' Home Journal*." Copies of the *Journal* itself were artistically arranged throughout the window, and so successful was the display as a whole, indeed, that it won a prize in a window contest carried on by the publishers of the magazine. The whole incident shows how a clever advertiser can seize upon things which are for the moment in the public mind and eye and make strong capital out of them.

### Positive Advertising.—

The man who uses his advertising space to mention the things he does not carry or to enumerate the things he does not sell, is not only wasting his space, says *The Spatula*, but further than that, he is using it to the advantage of someone who does keep the other things in stock. Advertising should tell what the store sells, and it should describe the goods in such a way as to make people want to buy them. In telling of policies, it should set forth the principles that store does follow, not the ones that it avoids. People are interested in men and stores that do things. They want to know what they do. They don't care two straws for what they do not do. To tell of the things you do is positive talk; and the reverse is negative talk, and there is no question as to which will interest the most readers and bring them to your store.

### Making the Most of Counter Envelopes.—

Owen Raymo, of Wayne, Michigan, has a penchant for getting up counter envelopes. One of them, for example, is devoted to Beef, Wine, and Iron, and bears the following lines:

#### BEEF, WINE, AND IRON.

When you buy a preparation of beef, wine, and iron, be sure you get the best. There is no reason why you should have anything poor or cheap. I sell a Beef, Iron, and Wine composed of the richest, purest extract of beef, a good quality of sherry wine, and the most

digestible form of iron. Beef is nutritious, wine stimulates, and iron is a recognized blood maker. This is a splendid tonic containing the three elements which such a preparation should possess. Price, 50 cents a pint bottle. Your money back if not satisfied.

OWEN RAYMO, The Wayne Druggist.

Mr. Raymo usually surrounds such ads. with a border.

A second envelope gives in brief the features of Raymo's headache wafer. To quote:

## RAYMO'S "Matchless" Headache Wafer

Is a safe remedy for the relief and cure of most  
**HEADACHES.**

One wafer a dose. No bad taste, no bad after-effects, only another headache gone.

**25c. a Box and your money back if not satisfied.**

**OWEN RAYMO, The Wayne Druggist,  
WAYNE, MICH.**

The other envelopes submitted by Mr. Raymo aim to advertise school-books and various sundries. But it is important to observe that only one line of goods is mentioned on each envelope.

### A Good Piece of Advertising.—

The folder reproduced across the bottom of this page represents a first-class piece of advertising gotten out not long since by the Kane Drug Co. of Kane, Pa. It was in the form of a five-page folder with cover. The first inside cover page, together with the five pages of text, are shown in our reproduction. The front cover design is not shown. The five pages of text were printed on one side of a long strip; the other side was blank; and the sheet was so folded that it went inside the cover. The cover stock was yellow, the ink red; the inside stock was cream, the ink black, and the initial letters red. As for these initial letters, it will be observed that, taken together, they spell "Drugs"—hence the pointed finger and the legend, "Spell them out," on the inside cover. Altogether this was a very excellent piece of advertising, but unfortunately the unique typographical and printing character of the folder are not well indicated in our reproduction.

**Spell  
them  
out**



**D**EEDS count Claiming to be able to perform a task is different from doing the job itself

That is why we are called by those who know us best the Quality Store

When we started in the drug business years ago we drilled deep into the corner stone of our business structure and put in a quality resolve

Then we sealed the hole It's there yet

**QUALITY**

**R**IGHT here we want to say that the quality foundation has made our a strong store

We could not build on such a rock and be anything else but strong

And the longer we have been in business the stronger we have grown

We are full strength Our drugs are full strength The strength of this will be made plainer to you if you purchase your drugs of us

Your desire for more will be strong

**STRENGTH**

**U**RGENT means are taken to guarantee purity in all our drugs. We demand purity when we buy, and then to make sure we get what we order we examine carefully the drugs after we get them

If an article is found impure, we send it back We don't allow it to stay in the store

If you have a prescription filled here your doctor knows—and you ought to know—that it is compounded of absolutely pure drugs, and the doctor's orders followed to the letter

**PURITY**

**G**OOD, honest, reliable drug selling is what we stand for When we say a drug is pure, full strength, the acme of drug quality, you can depend upon it It's reliable

Not only is this true of drugs, but of every other article we sell. It may be a comb, hair brush, bath requisite, tooth preparation, or any one of the many delights of our toilet goods department, yet we stand back of every article, ready to refund your money if you are not entirely satisfied. Our guarantee means absolute protection to you.

**RELIABILITY**

**S**EEMLY with Quality, Strength, Purity and Reliability, is Accuracy. Freedom from mistakes—a fixed result always.

You can have a hundred prescriptions filled here and they will each be absolutely correct, or you can have the same prescription filled here a hundred times and always get the same result

A right way of doing things. A proper way of showing you respect Accuracy permeates our whole store

**KANE DRUG CO.**  
PRESCRIPTIONISTS  
42 Fraley Street Kane, Pa.

**ACCURACY**

### A Reminder for the Doctors.—

A compact and pointed piece of advertising is sent out to physicians by the Southern Pharmacy of Hot Springs, Ark. It comprises a series of items which are used by the medical profession. The paper is 5¼ by 14 inches in dimensions, permitting the distributor to fold it into three parts and mail under penny postage. No envelope is required.

The idea is novel and ought to prove effective. The folder really serves as a reminder for the doctor, who has only to run his eye down the list to hit upon a number of articles of service in his practice.

### A Hot Chocolate Ad.—

With the advent of winter, many druggists will desire to advertise hot drinks. Here is a hot chocolate announcement

It's Always Better at

## BROWN'S

It's the fashion to

## DRINK OUR HOT CHOCOLATE

Does that express what we mean?  
Does that convey to you the idea that

**"It's the proper caper"**

to drink the piping hot HUYLER'S chocolate that we serve with whipped cream? If it does, fasten it securely in your mind, for it's a fact that our hot chocolate can't be improved upon—it is the **best ever.**

**TRY A CUP.**

## BROWN'S

**TWO STORES**

**146 and 193 Woodward Avenue.**

which should prove suggestive. It appeared originally in the programme of a Detroit theater, having been inserted by Brown's drug store.

## PRACTICAL PHARMACY.

### Manipulating Some of the Official Ointments.—

J. M. Good, professor of pharmacy in the St. Louis College of Pharmacy, read a paper before the Hot Springs meeting of the American Pharmaceutical Association wherein he dwelt on the manipulation of the official ointments. We quote in part:

#### PETROLATUM.

"During the summer months the druggist may find it necessary to raise the melting point of petrolatum. This is readily done by the addition of a small amount of hard paraffin. Before they were refined these substances were associated in one intimate mixture. In bringing them together again each comes to its own. Melt them together by the employment of a moderate heat, strain if necessary, and allow the mixture to cool without stirring. Agitation produces a granular product.

#### OINTMENT OF MERCURIC NITRATE.

"The preparation of citrine ointment has always been more or less of a problem. The official process yields a satisfactory product, but unfortunately the ointment soon becomes too hard to be miscible with other fatty bases unless it be melted. Without suggesting that such a formula be made official, I call attention to the fact that citrine ointment made with petrolatum as a vehicle is not liable to this undesirable change. It is an ointment of mercuric nitrate, but it does not contain elaidin. This latter fact does not detract from its medicinal value, however. The formula which I have used in preparing this ointment is the one given out by the Cheseborough Company some years ago. It is as follows:

Take of	
Mercury .....	6 parts.
Nitric acid .....	10 parts.
Yellow wax .....	28 parts.
Petrolatum .....	56 parts.
Total .....	100 parts.

Dissolve the mercury in the nitric acid without heat. Melt the wax and petrolatum together by the heat of a water-bath. Allow this mixture to cool to 130° F.; add the mercuric nitrate solution and stir the mixture constantly with a wooden spatula until the ointment thickens. Afterwards stir it occasionally until the reaction ceases.

"The ointment is smooth, of good consistency, an orange-red color, and remains comparatively soft for an indefinite time. The orange color would still justify the name 'citrine ointment.'

#### OINTMENT OF YELLOW MERCURIC OXIDE.

"In preparing this ointment it is entirely unnecessary to triturate the mercuric oxide with water. This oxide is described officially as an 'amorphous, heavy, impalpable powder.' We may go farther and say that it exhibits 'no evidence of crystalline particles even under the microscope.' Therefore, in preparing the ointment, omit the water.

#### OINTMENT OF ZINC OXIDE.

"In preparing this ointment be careful to select an oxide of zinc which is entirely free from gritty particles. Have in the laboratory, for such work, a good-sized marble slab and

two or three large, rather stiff spatulas. Rub the zinc oxide on the slab with an equal weight of almond oil until a perfectly smooth product results. Take a lesson from the mixer of paints as he grinds white lead and oil by the use of the slab and muller. Be persistent and do not cease work until your product compares favorably with his. This accomplished, incorporate the lard, without melting, by mixing and rubbing upon the slab. Such an ointment will not need straining, and the manipulator should not be allowed to entertain for a minute the idea that such action would be permissible.

"For summer use the ointment would be too soft. To correct this objection the lard should be stiffened by the addition of a proper amount of white wax."

### Fluidglycerates.—

One of the most interesting papers presented at the recent meeting of the A. Ph. A. was one by George M. Beringer, A.M., Ph.M., on the subject of fluidglycerates. A year ago, in an address before the New Jersey Pharmaceutical Association, Mr. Beringer first announced his researches on the use of glycerin as a solvent—or mixtures of glycerin and water. He believed that a number of permanent preparations could be made in this way.

During the past year Mr. Beringer has confined his experiments to drugs which do not give up their valuable constituents to alcohol. Glycerin has been found a very satisfactory menstruum for aromatic drugs, as it exerts a marked solvent action on the flavoring constituents. It is also a satisfactory menstruum for many of the alkaloids, glucosides, and neutral principles.

Mr. Beringer in his extensive experiments encountered a few difficulties. Percolating with glycerin and water menstrooms is somewhat more troublesome than employing hydro-alcoholic liquids for the purpose. The tendency to pack and clog the percolator is pronounced; for this reason the powder must not be ground too fine. The percolator should not be packed tightly and an inert substance such as sand or pumice stone must be mixed with some powders to hasten the flow.

As a general formula Mr. Beringer recommends the following:

Take of the drug in coarse powder.....	100 grammes.
Glycerin .....	50 Cc.
Distilled water .....	150 Cc.
Chloroform water, a sufficient quantity to make of finished product.....	100 Cc.

Mix the glycerin and distilled water. Moisten the drug thoroughly with sufficient of the mixture, and then pack it very lightly in a cylindrical percolator. Saturate thoroughly with menstruum, cork up and cover the percolator, and allow the contents to macerate for two days. Then continue to percolate till the drug is exhausted, using first the remainder of the menstruum and then chloroform water. Reserve the first 50 Cc. of percolate and set this aside; evaporate the rest on a water-bath, the weaker portion first, then the stronger, until it is reduced to 60 Cc. Then add the reserve and continue the evaporation till the product measures 100 Cc. If evaporation has been carried too far, bring the yield up to 100 Cc. with distilled water. Set the product aside for several days to settle, decant the clear supernatant layer, and strain the remainder through muslin.

For some alkaloidal drugs, one must add acid to the glycerin. With others, such as glycyrrhiza and senega, the addition of an alkali is necessary. Concluding his paper, Mr. Beringer frankly admitted that numerous experiments are necessary to prove the stability of these fluidglycerates and that physiological and chemical tests should be applied to determine the value of many of them.



## CAPSULES OF SCIENCE.

Prepared by Prof. W. L. SCOVILLE.

### Scientific Scintillations.—

A colorless form of creosote carbonate has recently appeared in the market, which is simply the ordinary grade with the addition of a trace of blue dye to cover the yellow tint.

On keeping a sample of radium bromide for a year it lost 20 per cent of its weight and became insoluble in water.

By studying long columns of fluids, W. Spring concludes that water, alcohol, glycerin, etc., have a slight blue color.

From fifteen tons of pitchblende there was obtained 1/22 grain of pure polonium. Some of the chemical elements have small grounds for existence.

The addition of oatmeal-water or barley-water to milk for infants' feeding is thought to aid digestion through the digestive ferments found in the cereals. The mixture of stomach ferments with cereal enzymes is more active than either alone.

Color photography dates back to 1850, when E. Becquerel made the first colored photograph of the spectrum by direct action. His plate did not hold the colors, and until 1891 practically no progress was made.

It is estimated that the anthracite coal fields in the United States will be exhausted in 70 to 80 years. The supply of bituminous coal is larger and would last 700 years at the present rate of consumption.

Ferric chloride forms compounds with alkaloids which are insoluble in water when a certain proportion of acid is present. More or less acid will dissolve them.

"Fortisin" is a "manhood restorer" consisting of lecithin, fat, sugar, starch, protein, and ginger. The last may be the essential and often-missed factor.

Alloys of iron with cerium and lanthanum throw off sparks freely when rubbed with a knife-blade or file. They are suggested for igniting gases, etc., or for a flash-light.

A solvent for carbon has been found—at least for the form known as graphite. It is decacyelene—a hydrocarbon. Thus another chemical axiom is contradicted.

### Simple Tests for the Purity of Maple Syrup.—

A. P. Sy, of the Bureau of Chemistry, of the Department of Agriculture, at Washington, proposes three very simple tests for the purity of maple sugar and maple syrup. The first test is for coloring matters. Shake 15 Cc. of the syrup with 3 Cc. of amyl alcohol and 1 Cc. of 20-per-cent phosphoric acid. Allow to separate. The amyl alcohol layer should be a decided brown; adulterated samples give a straw to light-brown color. Foam test: Mix 5 Cc. of syrup with 10 Cc. of water in a graduated cylinder and shake vigorously one-half minute. Allow to stand 10 minutes. The foam should measure not less than 3 Cc. Adulterated syrups give less foam. Precipitate test: Mix 5 Cc. of syrup with 30 Cc. of water in a 25 Cc. measuring cylinder, add 2 Cc. lead subacetate test solution, mix well, and allow to stand 20 hours. The precipitate should measure not less than 3 Cc. In all

the above tests, if maple sugar is to be tested, dissolve 15 or 5 Gm. of the sugar in enough water to make 15 or 5 Cc. of solution.

### Strychnine vs. Brucine.—

Drs. W. E. Dixon and W. H. Harvey find (British Pharmaceutical Conference, 1908) by experiments that brucine is about one-eighth as toxic as strychnine, but that the two alkaloids have a very different action. Strychnine acts on the sensory cells of the spinal cord and causes death by asphyxia, the muscles of the chest being locked in convulsions. Brucine causes slight convulsions at first, but this effect passes quickly and the alkaloid then acts as a narcotic paralyzing all the motor nerves. Brucine resembles curare and conium in its action.

### Electrolytic Medication.—

T. Maltby Clague, Ph.C., of England, proposes that drugs be administered electrolytically for local effects. By applying a pad wet with a solution of sodium salicylate to a corn, then decomposing the salt by an electric current, the salicylic acid is set free and carried into the skin—to disintegrate the corn and so eliminate it. Magnesium sulphate in a similar way has been used to cure warts, without leaving a scar, and arsenical pigments were removed from a young lady's face by electrolytic treatment. It is important that the current be run in the right direction, and only a light current is needed.

### Quinine—nein!—

Quinine is destroyed in the human body, and but little of it is eliminated as quinine. Experiments at a Berlin hospital showed that the liver is capable of destroying from 55 to 75 per cent of the quinine ingested, and it is thought that other organs also decompose it.

### The Staff of Life.—

The fact that bread made from white flour is more digestible and more nutritious than bread from whole wheat has again been demonstrated in a series of experiments in France.

### Drugged Soaps.—

A new scheme (patented) for making medicated soaps is to extract drugs with fatty acids (as oleic or stearic acids), and then to saponify the extract with caustic soda or potassa.

### Myrrh Chemistry.—

Burseracin is a bitter principle discovered in myrrh. It is soluble in about 20 parts of water, and the healing properties of myrrh are attributed to it.

### Hot-headed Bacteria.—

Bacteria have been proved to be a factor in the oxidation and spontaneous combustion of coal, charcoal, etc. In the absence of bacteria, no oxidation took place in test cases.

### The Latest Element.—

Ionium is the latest discovered element. A little over 1 milligramme (1/65 grain) was discovered! It is thought to be the substance from which radium is formed.

## BOTANY AND MATERIA MEDICA.

Monthly review by OLIVER A. FARWELL,  
Botanist of Parke, Davis & Co.

### Medicinal Plants.—

In the *Pacific Pharmacist* Prof. A. Schneider has been publishing a series of papers on "The Native and Introduced Poisonous and Medicinal Plants of California," giving information regarding their occurrence, distribution, use, and their cultivation. A supplementary paper by the same author is now appearing in the *Pharmaceutical Review*, giving a bibliography of the literature upon the subject, the citations being in alphabetical order under authors' names. It should be a valuable index to those working on medicinal plants.

### The Medlar in Enteritis.—

Recently A. Mercier (*Merck's Report*) has recommended either the fresh or preserved fruits of the medlar, *Mespilus Germanica*, in the treatment of chronic enteritis, and especially in mucous colitis. The author recommends the following method of treating chronic enteritis: The patient is given only two liters of milk a day and 230 grammes of medlar to eat. After the stools have become normal the diet is changed, beginning gradually with raw eggs, rice, fish, brain, fowl, etc. The action of the medlar is due, according to the author, to the contained citric and malic acids, potassium tartrate, magnesium salts, and caffeannic acid. He would preserve the fruits in the usual manner, using 10 parts of medlar (by weight) to 8 of sugar and 5 of water.

### Henna.—

Henna is a name given to a shrub of the loosestrife family, Lythraceæ, and also to a coloring matter obtained from the leaves. The shrub is indigenous from Persia to India, and is frequently cultivated in other warm or tropical countries; it is often used as a hedge plant. The leaves and twigs are an indispensable article of the toilet throughout the Oriental countries. The name Henna is derived from the Arabic Alhennah, as is also Alkanna. The natives of the Orient use it chiefly to dye the fingers, toe-nails, and the hair. They powder the young twigs and leaves, allowing them to macerate in water for a few days, and then, after adding a further supply of water, they are boiled for several hours. The color produced varies from yellow to orange-red, according to the amount of dilution given the decoction.

### The Antipium Plant.—

It is reported in the *Kew Bulletin* that Mr. Ridley has found three different species included in the samples of the Malayan antipium plant sent to him, one of which is the *Combretum sundaicum* Mig. Also that medical men are strongly inclined to believe that the plant has no real value, but that the effect upon the mind of the opium-consumer is what helps him to overcome the habit. This seems to be borne out by the fact that a good percentage of those who had taken the cure have relapsed.

### Euphorbia Peplus, Lin.—

*Euphorbia pilulifera* Lin., a common plant and roadside weed in Australia and other tropical regions of the old world, has had a wide reputation as an excellent remedy in the treatment of all bronchial troubles, especially asthma. Now comes Artault, according to the *Pharmaceutical Journal*, who says that the common *E. Peplus* Lin. of Europe is much better for the same purpose. Four or five grammes of the dried herb is boiled for fifteen minutes in 1000 Cc. of water, strained, and sufficient water added to make a liter. This decoction is given in teacupful doses three or four times a day. It is emetic, irritant, and purgative in larger doses.

### Guayule Rubber.—

According to the *Kew Bulletin* the Guayule rubber industry in Mexico will not have a very long existence. An American expert has canvassed the entire field and has reached the conclusion that there exists, from all sources, including living plants in the fields, but about 400,000 tons of Guayule, all of which has been bought up by one or another of the extracting companies at from \$25 to \$75 per ton. The Guayule is such a slow-growing plant that its cultivation is impracticable, and therefore when the present visible supply shall have been exhausted the Guayule rubber industry will have come to an end.

### Potassium Bromide Poisoning.—

A case of potassium bromide poisoning has been reported by Sparks in the *Lancet*. The patient, a woman, took 4½ drachms in less than twelve hours, a much larger dosage than had been prescribed. She fell into a semicomatose state with well-marked aphasia. The respirations were deep and regular and of about the normal number. The pupils were normal and reacted well to light; the pulse 76, strong and regular. Without assistance she could feebly walk about. No anesthesia of the skin, etc. Appetite good. The patient was fully recovered in four days. She had been treated with liquor strychninæ.

### False Frangula Bark.—

The Pharmacognostical Institute of the Vienna University, according to the *Pharmaceutical Journal*, has examined a false frangula bark, closely resembling the true, and has determined it to be probably that of the *Rhamnus carniolica*. The older bark may be distinguished from true frangula bark by the thick, deeply fissured, outer bark containing stone cells; the younger bark by the medullary rays, which are from four to seven cells wide, about twice as many cells in width as those of the true frangula bark.

### Creosote Bush.—

Albert C. Crawford in the *Pharmaceutical Review* gives the results of his preliminary experiments with the creosote bush as an abortifacient, and concludes that the abortifacient properties claimed for it are unfounded.

[We might add that this bush shares with the species of Ephedra, at least in its own habitat, a very high reputation as a remedy in the treatment of inflammation of the mucous membranes, such as gonorrhea, etc.]

## QUERIES.

*Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN of the month following; (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

### Massage Cream.

J. H. requests us to publish a good formula for a massage cream. Here is one without milk and easily made:

Spermaceti .....	1/2 ounce.
White wax .....	1/2 ounce.
Oil of sweet almond.....	2 fluidounces.
Lanolin .....	1 ounce.
Cocanut oil .....	1 ounce.
Orange-flower water .....	1 fluidounce.
Tincture of benzoin.....	3 drops.

Having melted the first five ingredients in a porcelain pan remove them from the fire, add the tincture of benzoin and orange-flower water, and beat until cold and uniformly smooth and creamy. A few drops of oil of neroli improves the odor and will be found an advantage.

The following formula devised by Mr. Cooban has been commended considerably:

Skimmed milk .....	1 gallon.
Hydrochloric acid .....	1 fluidounce.
Boric acid .....	1 ounce.
Oil of bitter almond.....	20 drops.
Oil of rose geranium.....	30 drops.
Oil of sweet almond.....	1/2 fluidounce.
Solution of carmine.....	sufficient to tint.

Add to the milk one gallon of hot water—hot enough to raise the temperature to about 80° F. Mix the hydrochloric acid with one pint of water, and add this to the diluted milk slowly, with constant stirring sufficient to completely coagulate the casein, which separates in a finely divided condition. Allow the mixture to stand for an hour, collect the precipitate on cheese-cloth, and after draining return the mass to the vessel and add two gallons of water. Stir the coagulum, breaking up any masses that may form; pour off the water and wash

again. It is necessary that all of the acid and whey be washed out of the casein. Collect on strainer and squeeze out all the water possible, then transfer to a mortar or other suitable vessel and incorporate the boric acid. Transfer to a cheese-cloth bag, suspend this from a shelf or other suitable place, and allow it to hang for thirty-six to forty-eight hours, squeezing the bag occasionally. The mass contracts and forces water from itself, and it will take about two days to get it all out.

The casein will then be found quite dry and granular. Transfer it to a mortar, rub it as fine as possible, put in about one ounce of dilute alcohol (enough to moisten), and then add the oil of sweet almonds and perfume. Tint the product with the solution of carmine. Add sufficient water to form a soft paste, beat all together until uniformly mixed, and then run through a paint mill and bottle it at once, or else put it up in collapsible tubes. It dries out very rapidly, and must be put into packages immediately.

Many other formulas for massage cream have appeared in the BULLETIN from time to time. Consult the annual index in this issue and in previous December numbers.

### Labeling a Corn Cure.

O. Drug Co.—No, the food and drugs act does not compel you to print the formula of any product on the package. Your corn cure has the following formula:

Salicylic acid .....	15 grains.
Extract of cannabis indica.....	7 grains.
Alcohol .....	15 minims.
Ether .....	37 minims.
Flexible collodion .....	75 minims.

Paint the corn every other night for a week, then soak in hot water.

While, however, you need not print this formula on the label, there are two ingredients in the product which the law says must be mentioned—and mentioned not only on the label, but on the carton also, providing there is a carton. These two ingredients are cannabis indica and alcohol. In the case of cannabis indica the quantity must be mentioned in terms of the number of grains of extract in each fluid-ounce of product; in the case of alcohol, the average percentage by volume in the finished article must be stated. The form required by the government is that the statement of the content and amounts of these substances be printed im-



A BEAUTIFUL SOUTHERN PHARMACY.—Last June, Saenger Brothers, of Shreveport, La., reopened their pharmacy after having made extensive improvements. A large fountain, together with twelve Bangs tables, had been installed to accommodate soda patrons. Very little wood appears in the fixtures, as they are mostly glass. The place is illuminated by fifteen art glass lanterns suspended from a steel ceiling. The floor is tiled, completing a handsome interior. Saenger Brothers do a thriving prescription business, employing three registered graduates to run this end of the store.

mediately under the name of the product itself on both the label and the carton. It suffices simply to print the mere name of the drug followed by the amount present.

### *Secretaries of the Various Boards of Pharmacy in the United States.*

S. R. C.—The secretaries of all of the boards of pharmacy in the country, together with their addresses, are as follows:

Alabama—E. P. Galt, Selma.  
 Arizona—Arthur G. Hulett, Phoenix.  
 Arkansas—J. F. Dowdy, Little Rock.  
 California—C. B. Whilden, San Francisco.  
 Colorado—S. L. Bresler, Denver.  
 Connecticut—J. A. Levery, Bridgeport.  
 Delaware—O. C. Draper, Wilmington.  
 District of Columbia—S. L. Hilton, Washington.  
 Florida—D. W. Ramsaur, Palatka.  
 Georgia—Dr. C. D. Jordan, Monticello.  
 Idaho—T. M. Starrh, Shoshone.  
 Illinois—F. C. Dodds, Springfield.  
 Indiana—A. F. Heineman, Valparaiso.  
 Iowa—Charles W. Phillips, Des Moines.  
 Kansas—W. E. Sherriff, Ellsworth.  
 Kentucky—J. W. Gayle, Frankfort.  
 Louisiana—F. C. Godbold, New Orleans.  
 Maine—F. H. Wilson, Brunswick.  
 Maryland—Ephraim Bacon, Baltimore.  
 Massachusetts—Charles L. Ripley, Boston.  
 Michigan—W. E. Collins, Owosso.  
 Minnesota—Charles J. Moos, Minneapolis.  
 Mississippi—L. H. Wilkinson, Indianola.  
 Missouri—Charles Gietner, St. Louis.  
 Montana—Sidney J. Coffee, Missoula.  
 Nebraska—G. B. Christoph, Norfolk.  
 Nevada—F. J. Steinmetz, Carson City.  
 New Hampshire—Frank H. Wingate, Nashua.  
 New Jersey—H. A. Jorden, Bridgeton.  
 New Mexico—A. J. Fischer, Santa Fé.  
 New York—W. L. Bradt, Albany.  
     Eastern—Joseph Weinstein, New York.  
     Middle—W. L. Bradt, Albany.  
     Western—George Reimann, Buffalo.  
 North Carolina—F. W. Hancock, Oxford.  
 North Dakota—W. S. Parker, Lisbon.  
 Ohio—Julius Greyer, Cincinnati.  
 Oklahoma—J. C. Burton, Stroud.  
 Oregon—G. C. Blakeley, The Dalles.  
 Pennsylvania—Dr. Charles T. George, Harrisburg.  
 Rhode Island—Howard A. Pearce, Providence.  
 South Carolina—F. M. Smith, Charleston.  
 South Dakota—E. C. Bent, Dell Rapids.  
 Tennessee—Ira B. Clark, Nashville.  
 Texas—R. H. Walker, Gonzales.  
 Utah—W. H. Dayton, Salt Lake City.  
 Vermont—J. G. Bellrose, Burlington.  
 Virginia—T. A. Miller, Richmond.  
 Washington—P. Jensen, Tacoma.  
 West Virginia—A. Walker, Sutton.  
 Wisconsin—H. G. Ruenzel, Milwaukee.  
 Wyoming—F. W. Roedel, Cheyenne.

### *A Sticker.*

C. R. M. sends us a hard nut to crack. He writes: "Will hot water circulate faster under a pressure of ten pounds than it does ordinarily in a hot-water heating plant?"

The question is rather vague. In a hot-water heating plant the heat determines the circulation. The pipes represent a closed system, and the pressure is by no means equal to ten pounds. Furthermore, the circulation is independent of the pressure. If the entire plant were under pressure of ten or twenty pounds that would not affect the circulation. The difference between the flow and return is what determines it. If you had an open outlet and were to apply ten pounds of pressure at the intake, then, of course, the hot water would circulate much faster than it does in a hot-water plant. But the hot-water system is a closed one. Hence the question assumes a condition contrary to fact.

### *Face Bleach or Beautifier.*

L. L. is evidently looking for a very valuable mixture. He writes: "I have a constant demand for a face or skin bleach that will whiten the skin as quickly as applied, and, if possible, do permanent good as a remedy for tan, freckles, etc. Can you furnish me with the formula of such a preparation?"

"Beauty parlors" use a solution of mercuric chloride, which causes the upper layer of the skin to peel off, thus bleaching the complexion temporarily. This is more or less dangerous. A saturated solution of hydrogen peroxide is also used for the purpose, but this, too, is somewhat objectionable.

We suggest the following formula, but doubt whether it will do all that our querist desires:

Syrup lactic acid.....40 ounces.  
 Glycerin .....80 ounces.  
 Distilled water, sufficient to make.....5 gallons.

Mix and gradually add:

Tincture of benzoin.....3 ounces.

Color by adding:

Carmine No. 40.....40 grains.  
 Glycerin .....1 ounce.  
 Ammonia solution .....½ ounce.  
 Water, to .....3 ounces.

Heat this to drive off the ammonia, and mix all. Shake, set aside; then filter, and add:

Solution of ionone.....1 drachm.

Add a few drops of kaolin and filter until bright.

### *Hand and Toilet Lotion.*

J. E. M. wants a formula for a good face and hand lotion. John T. Harbold, apothecary at the Pennsylvania Hospital, of Philadelphia, Pa., suggested the following at an A. Ph. A. meeting. The preparation is at once non-sticky, non-greasy, and non-irritating. It is bland, smooth, and of perfect consistency, requiring no shaking before using. It has antiseptic properties also.

Tragacanth .....2 drachms.  
 Quince seed .....15 drachms.  
 Borax .....8 drachms.  
 Boric acid .....8 drachms.  
 Glycerin .....10 ounces.  
 Alcohol .....10 ounces.  
 Perfume, q. s.  
 Color, q. s.  
 Sodium benzoate .....3 drachms.  
 Boiling water .....5 pints.  
 Water, q. s.....8 pints.

Dissolve the tragacanth in two pints of water, stirring until dissolved, or until it becomes a homogeneous mixture. Steep the quince seed in the boiling water for four hours, stirring frequently; then strain carefully. Dissolve the borax, soda benzoate, and boric acid in the remainder of hot water. Add the perfume and glycerin dissolved in the alcohol, and finally the tragacanth and quince-seed mucilage, which had previously been mixed, portion by portion; shaking after each addition, in order to get a thoroughly homogeneous mixture. The consistency may be varied by addition of water.

G. E. Stephenson, of Eddyville, Iowa, has something to say on this subject in the department of "Letters" in this issue.

### *Pasting Labels on Tin Boxes.*

R. M. P. wants a paste for sticking labels to tin boxes.

Lewis A. Lew, of Fessenden, N. D., suggested the following method in the BULLETIN some time ago:

"Make a weak solution of nitric acid in water, say 3 drachms to an 8-ounce bottle, tear off a sheet of toilet paper,

crumple it up somewhat, close with it the mouth of the bottle (which you might always have uncorked, for then you could do the operation with one hand and without any lost motion), tip the bottle over to leave a few drops on the paper, and rub the latter over the lid. Time required,  $6\frac{3}{4}$  seconds. Does the label stick? Well, does it?"

#### *A Capsule Difficulty.*

C. E. H. requests us to tell him how to compound the following prescription:

Strychnine sulphate .....	$\frac{1}{2}$ grain.
Codeine .....	6 grains.
Terebene oil .....	1 drachm.
Santal oil .....	1 drachm.

Mix and make 24 capsules. One every three hours.

It will be necessary to use ninety grains of magnesium oxide as a diluent here. Triturate the strychnine and codeine sulphate with the oxide and add the oils. Use number 3 capsules.

#### *A Mass of Sodium Glycocholate.*

J. T. H. wants to know how to make a mass of sodium glycocholate.

Both sodium glycocholate and sodium taurocholate are obtained from dried ox-gall which has been dissolved in absolute alcohol and precipitated by an excess of ether. The former is crystallized, the latter amorphous or resinous. The addition of a solution of lead acetate will dissolve the crystals,

leaving the taurocholate. By adding sulphuric acid to the filtrate one may get rid of the lead; and the sodium hydrate is then added to neutralize the sulphuric acid and leaving the glycocholate.

*Merck's Index* states that sodium glycocholate is a yellow powder, soluble in alcohol and water. Consequently we are inclined to think that a mass could be made by using glycerite of tragacanth as a base.

#### *Paprika.*

C. R. M. writes as follows: "What is paprika? Is it a starch, or spice, or what?"

Paprika is a mild variety of the common capsicum (*Capsicum annuum*), a favorite Hungarian condiment. It is cultivated extensively in Hungary, Italy, and Spain. When ground into powder, the fruit of the *Capsicum annuum* constitutes paprika, or, as it is commonly called, sweet pepper. It has scarcely one-sixth the pungency of real Cayenne pepper.

#### *Salicylates and Iron.*

L. L. M. sends us the following communication: "A doctor in our town often prescribes tincture of ferric chloride, 10 grains, and sodium salicylate, 10 grains. The mixture makes a curdy mass. How can this be compounded? What will prevent the precipitation?"

The precipitate is a salicylate of iron. The ingredients are hopelessly incompatible.



**BLAIRE'S CASH PHARMACY.**—This store is situated in Shawnee, Ohio, and is a very successful and prosperous establishment. That it is an attractive pharmacy may readily be seen from the engraving. The photograph was taken when Mr. Blaire was having an Easter opening, at which time he gave souvenirs to all of the ladies and children. Not the least of Mr. Blaire's virtues is his admiration for the *BULLETIN*, which he binds regularly every year for future reference. Did not modesty prevent us, we should like to observe that this trait alone would explain Mr. Blaire's success and prosperity!

*"Mead" Syrup.*

M. A. T. writes: "Will you kindly furnish me the formula of "mead" syrup?"

First make the mead extract as follows:

Oil of sassafras, 20 drops; oil of cloves, 20 drops; oil of nutmeg, 20 drops; oil of pimento, 10 drops; oil of cinnamon, 5 drops; oil of coriander, 10 drops; oil of lemon, 2 drachms; extract of vanilla, 4 ounces; alcohol, 8 ounces; water, 4 ounces; magnesium carbonate, 1 ounce av.

Mix the oils and dissolve them in alcohol. Rub the magnesia with a little water; to this add the balance of the water and the extract of vanilla. Mix both solutions and filter.

Then, to make the syrup, mix

Mead extract .....2 ounces.  
Fruit acid .....1 ounce.  
Caramel, a sufficient quantity.  
Simple syrup, enough to make.....1 gallon.

Fruit acid is prepared by dissolving 16 ounces of citric acid in 16 ounces of warm water and filtering.

*Colors for Show-card Writing.*

G. E. S.—Mr. Henry M. Curry, who contributed a very practical paper on show-card writing to page 152 of the BULLETIN for April, 1904, made the following comments regarding the use of inks: "As to colors, I find that the most economical and satisfactory ones are made by using

dry colors and gum arabic water. For white, use good zinc oxide; for black, I find bone-black the best."

*Silvering Radiators.*

C. R. M. asks: "What is the composition of the liquid used in bronzing or silvering radiators?"

We suggest the following formula for a trial:

Silver nitrate .....1¼ ounces av.  
Sodium chloride .....5 ounces av.  
Cream of tartar.....3 ounces av.  
Distilled water.....a sufficient quantity.

Dissolve the silver nitrate in the smallest amount of water and add the other ingredients. Rub the mixture in a mortar, adding sufficient water to form a smooth paste. Preserve the product from light.

Clean the metal to be silvered and rub on the paste until the silver layer is sufficiently thick. Then wipe with a chamois skin.

*The Local Action of Opium.*

H. S. desires to know the action of laudanum in lead-water and laudanum; also the effect of opium in external preparations.

Sufficient absorption takes place to produce local anesthesia. The morphine is taken up by the peripheral nerve endings, producing numbness of the part and lessening any pain which may be present.



A "BIOLOGICAL FARM."—Out in the township of Rochester, Michigan, thirty miles or so from Detroit, Parke, Davis & Co. have recently purchased and fitted up a farm where will be kept and housed, under very satisfactory conditions, the firm's menagerie of horses, cattle, sheep, donkeys, dogs, roosters, guinea-pigs, rabbits, and the like. The animals are here provided with an opportunity to spread themselves out, and the environment is in every respect the natural and ideal one. A group of five buildings, one or two of which are shown in this picture, has been constructed for operating purposes and for housing the animals employed in biological work. The drive shown in the picture is not a public highway, but is a private road on the farm.



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